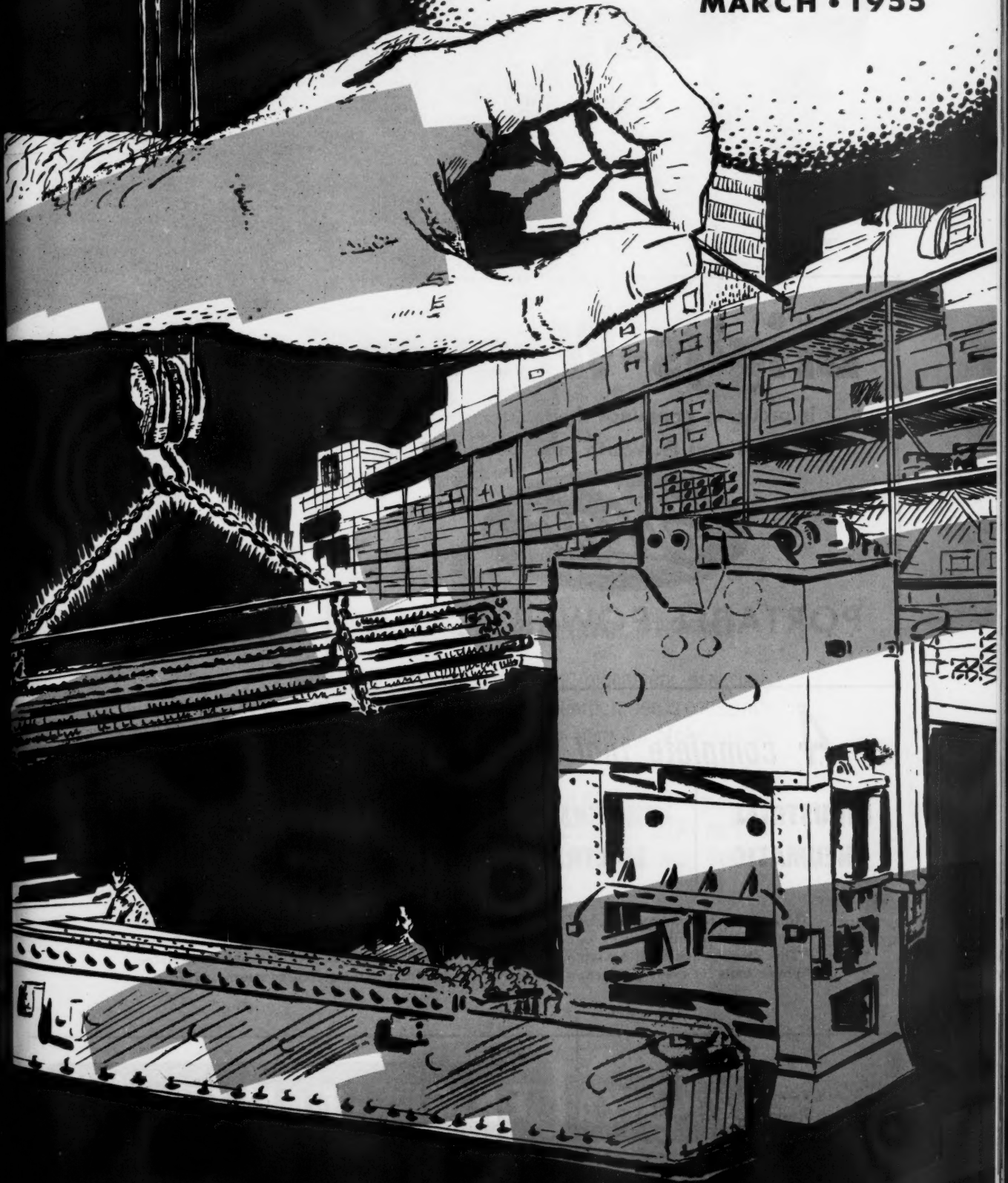


Dallas

MARCH • 1955





Briggs-Weaver

is proud to announce their appointment
as Dallas and Ft. Worth area distributors for



PORTABLE POWER TOOLS

4 *complete tool lines serving every industrial need*

**INDUSTRIAL
PNEUMATIC**

**UNIVERSAL
ELECTRIC**

**HIGH FREQUENCY
ELECTRIC**

**CONTRACTORS
PNEUMATIC**

In addition to the basic aircraft production tools—drills and riveting equipment—Thor manufactures over 1500 other portable power tools for every production and main-

tenance requirement. Briggs-Weaver is indeed proud to add Thor Portable Power Tools to its group of famous, dependable products serving Southwestern industry.

*Authorized Factory Repair
Station for Air and
Electric Tools*

BRIGGS-WEAVER

MACHINERY COMPANY

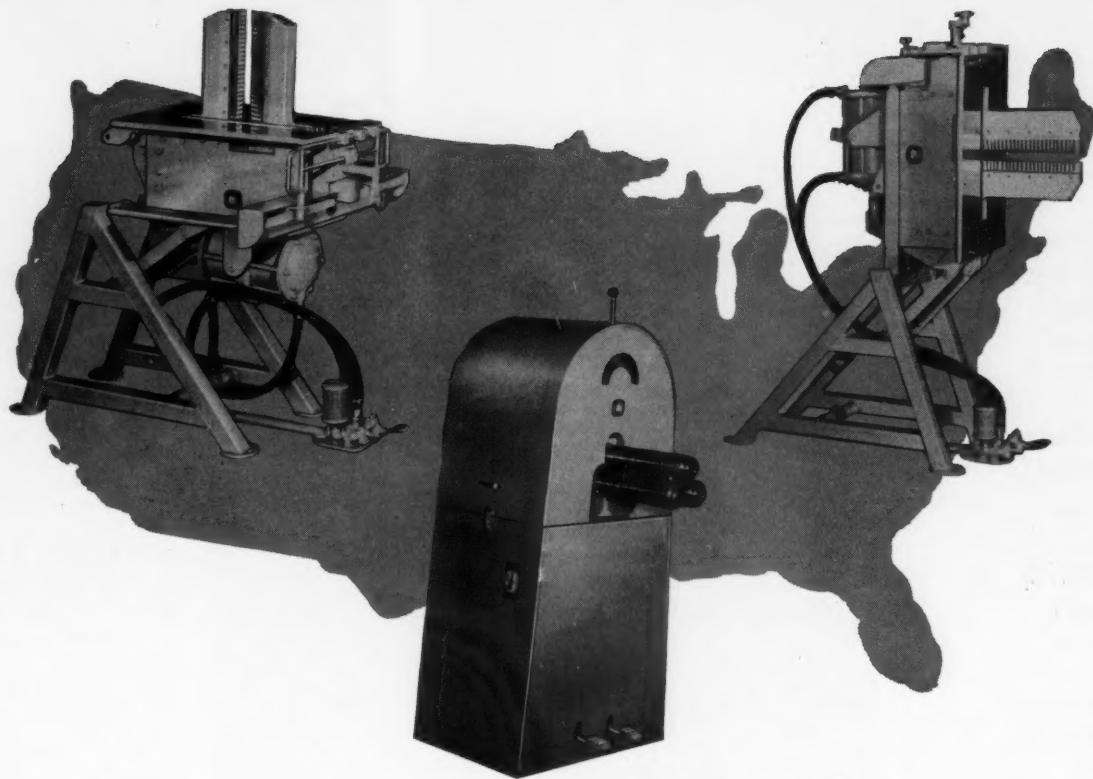
DALLAS

HOUSTON

FT. WORTH

Distributors of Industrial Machinery-Supplies-Tools-Equipment-Since 1896

EN
DALLAS



Coast to Coast...

McAX MACHINERY, LIKE McAX SIGNS, ENJOYS A NATIONAL REPUTATION!

Pioneers in developing and manufacturing machinery especially for use by the sign industry, McMath-Axilrod Corporation is constantly striving to improve quality and reduce labor costs for McAx and for sign makers everywhere.

The combination brake-and-punch presses and the letter roll machine pictured above were designed and built in Dallas by McAx for Post Sign Company, Knoxville, Tenn., Tube-Art Displays, Inc., Seattle, Wash., and Mack Sign, Inc., Everett, Mass.

These machines will be displayed at the 1955 Convention of the National Electric Sign Association in Los Angeles this month.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Company

Wholesale

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1892 The Egan Company

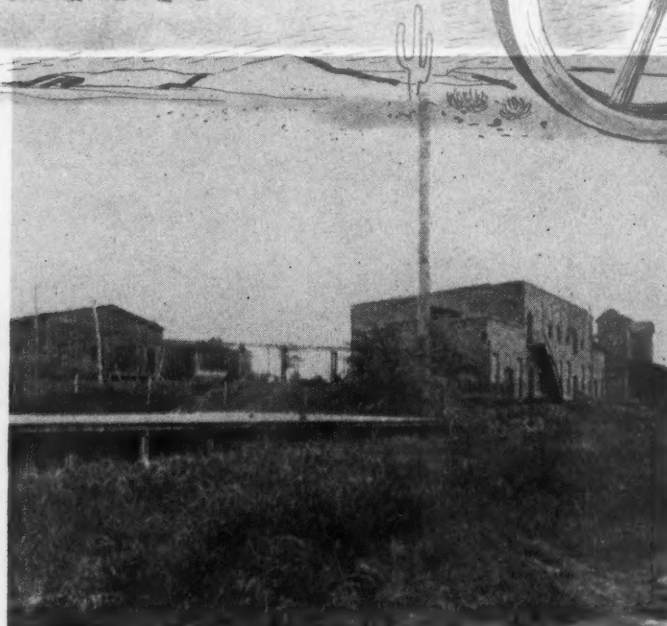
Printing, Lithographing, and
Embossed Labels

1893 Fleming & Sons, Inc.

Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver Machinery Co.

Industrial Machinery
and Supplies



IN 1896 J. C. Weaver, an engineer, and C. H. Briggs, a supply dealer, formed a partnership that today carries the name of Briggs-Weaver Machinery Company, one of the dominant industrial supply organizations of the Southwest. Weaver came here in 1892 from Macon, Georgia, where he had been designing and erecting cotton seed oil mills. He set up business in Dallas building cotton oil mills like the plant shown in the above photograph,* one of Dallas' major industries of fifty years ago. At the turn of the century, after erecting three-fourths of the mills then in Texas, he formed a partnership with Briggs, who was just starting in business as a dealer in machinery. Their first two carloads of stock, pipe, fittings and general supplies, were unloaded at the corner of Austin and Main. The business expanded rapidly, soon absorbing the second and third floors of the building there. By 1904, Briggs-Weaver Machinery Company had incorporated and grown to such proportions that it moved to its own building at 309 North Market. C. H. Briggs remained president until his death in 1908 when J. C. Weaver was elected to the post which he held until his death in 1922. In 1946 Ashley DeWitt took charge of the company as vice president and general manager and today serves as its president. In June of 1949 the company moved into its present plant at 5000 Hines Boulevard. Dallas' owned and managed, the Briggs-Weaver Machinery Company has spanned more than a half-century of industrial development in the Southwest.

*From the archives of Dallas Historical Society.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1898 The Praetorian

Life Insurance Service

1900 The Murray of Texas, Inc.

Carver Cotton Gin Division
Boston Gear Works Division
Industrial Supply Division

1902 Cullum & Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and
Elevators

1903 First Texas Chemical Mfg. Co.

Pharmaceutical Manufacturing

1904 T. A. Manning & Sons

Insurance Management
Fire — Casualty

1910 Moser Co. Realtors

Industrial and Commercial
Leases and Sales

1910 Red Bryan's Smokehouse

Barbecued Meats

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Co.

Stationers — Office Supplies

1914 Texas Employers Insurance Co.

Workmen's Compensation
Insurance



Dallas

March • 1955

VOLUME 34 • NUMBER 3

STEVE LANDREGAN Editor
THOMAS J. McHALE . . . Advertising Manager
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Member, Society of Associated Industrial Editors;
International Council of Industrial Editors.



ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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COMING NEXT MONTH

April's DALLAS will feature the expansion of Dallas as an insurance center and will also point out Dallas' progress in the investment and finance fields.

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	J. Ben Critz	Transportation—
National Councilor	Assistant Manager—	Sam Goodstein
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		Dale Miller

Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE

1101 Commerce Street
Telephone PR-8451

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Southwest Local Air Service Conference	Andy DeShong	PR-8451
Stores Mutual Protective Association	E. P. Carpenter	RA-4853
United States Chamber of Commerce		
Southwestern Division Office	James G. Roberts	RI-3558

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MOTOR BANKING *wonderful time-saver . . .*
another reason why it pays YOU to do business with the
FIRST IN DALLAS

If you've tried First National Motor Banking, you *know* how truly convenient, fast, and simple banking can be. You know the ease of driving off the busy street, parking in an always-ready parking stall. You know the speed with which you can cash a check, make a deposit, pick up a payroll, or otherwise use the services of this complete banking facility.

Another thing, folks who regularly bank at First National Motor Bank enjoy its informality. They come dressed as they please. Mothers bring their kids right along. Businessmen get their banking done on the run.

Next time you're downtown, drive in under the big red and green sign at 1401 Elm and visit the Motor Bank that's designed for folks in a hurry! Share in the prestige of doing business with the First National Bank in Dallas.

Wherever you go . . . folks know the First in Dallas

1st

NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





The Pattern of Politics

THE political pattern for 1955 is beginning to emerge in clearer focus just now, the reciprocal trade agreements act and the tax bill having been primarily instrumental in providing a perspective from which to appraise the strategy and prospects of the two major parties in the Presidential and Congressional campaigns ahead. If it seems somewhat premature to speculate on political cam-



DALE MILLER

paigns still a year and a half away, we need only remind ourselves of the long-demonstrated truth that legislation is motivated more often than not by political considerations, with the national interest being served only obliquely through the compromises and adjustments which our system of government somehow manages to effectuate. When the new Congress convened early in January it was already apparent to the Democratic high command that the most effective method of initiating an attack on the Eisenhower administration was, paradoxically, to support it. President Eisenhower had urged his Republican Congress a year ago to extend the reciprocal trade act by three years instead of one, in order that his administration might negotiate more beneficial trade agreements with other nations, but he was forced to retreat from this statesmanlike position by the opposition of powerful protectionists within his own party.

Thus, when the Democrats assumed control on Capitol Hill the opportunity before them was ready-made for subtle and convenient exploitation. They could convey to the people an impression of the high-minded sincerity of their intention to cooperate with the administration for the welfare of the nation by striving for the enactment of legislation they had consistently supported anyway; and they could acutely sensitize their Republican friends

at the same time by inserting a deeper needle into the wounds of their dissension over this vital issue.

The Democratic leadership further dramatized the issue by labeling the trade extensions act "H.R. 1"—the first bill introduced in the new session of Congress—and the fight was on. The subsequent spectacle of President Eisenhower's statesmanship teaming with Speaker Rayburn's political leadership to bring about House passage of this important bill was something remarkable to witness. It was a moment of high political drama on Capitol Hill, replete with tensions and excitement, and was eventually determined on a crucial vote of 193 to 192. Only a little more than a third of the Republican members of the House supported their President on this vital issue—a result which Democratic leaders fully anticipated, of course, and which they had no reluctance to publicize.

Before the smoke of battle cleared away, the Democrats struck from another quarter. The President had publicly expressed his hope that further tax reductions might be possible in 1956, and the Democratic leadership feared that action deferred until next year might rebound to the advantage of the administration. So almost overnight a Democratic bill appeared which would bestow a flat \$20 tax reduction on every taxpayer and each of his dependents, effective next January 1st. The Democrats blandly explained that the President planned a tax reduction measure anyway, and that they were clarifying the prospects for the taxpayers sufficiently in advance. This type of "cooperation" within the administration was wholly unpalatable to the President, however, and another fight was on. This time the President and the Speaker were bitter antagonists—an example of form reversal which is frequently confusing to those who are not familiar with the American political system, and sometimes confusing to those who are.

The Democratic strategy, as indicated by these two major developments, thus

suggests a dual purpose: first, to keep the Republicans off balance by exploiting whenever possible the deep schism between the Progressive and Old Guard factions of the party; and, second, to go a step beyond the President in the enactment of legislation involving the more liberal aspects of his program—in other words, to "get there fustest with the mostest." During the months intervening between now and next year's elections the Democrats can be expected to capitalize on their control of the machinery of Congress by exerting initiative and leadership at every opportunity, and anticipating the administration's program with legislation of their own.

The Republican strategy is not so complex, of course, since their party is becoming dominated more and more by a personality rather than a program. Republican leaders, even the dissidents of the Old Guard, are fully cognizant of the fact that their political fortunes are inextricably dependent on the continuing popularity of their Chief Executive. And of that popularity there is no perceptible sign of abatement. Indeed, even Democrats in high places privately concede that the political stature of the President is at least as great today as it was when he first took office. Under such circumstances, Mr. Eisenhower's acquiescence in standing for reelection in 1956 is routinely expected, regardless of what his private desires may be, for it is widely believed that the Republicans can again win the presidency with him, and probably not with anyone else.

**"Fustest with the mostest"—
the Democratic strategy to combat the President's popularity.**

Although it is generally thought that Adlai Stevenson has the inside track for the Democratic nomination next year, the suspicion can be strongly held that he may decline the dubious honor and await a more propitious season for the exercise of his talents. Indeed, if President Eisenhower's prestige remains high, it would not be surprising if the Democrats had little alternative but to offer a sacrificial lamb on the altar of the 1956 presidential campaign and to concentrate on the Congressional races, where their prospects would be considerably brighter. It would not be a surprising development if the "divided government" of a Republican Chief Executive and a Democratic Congress continued here in Washington beyond the campaigns of 1956.

SERVICE AND SUPPLY INDUSTRY

... Another Key to Dallas Progress

By Tom McHale

TWIST drills the size of small sewing machine needles, thousand-ton hydraulic presses, micrometer calipers, Geiger counters and scintillators, screw machine equipment, turret lathes, acres of steel and aluminum, minute gears and mammoth valves, special machinery for slitting, cutting and handling metals, thousands of items running inventories into millions of dollars — all this is part of Dallas' new look as the industrial service and supply center of the Southwest.

The industrial transformation of Dallas during the past quarter-century is reflected in stocks carried by Dallas major industrial supply firms. The development of the Dallas-Fort Worth Area as a major center for the metals industry is reflected in Dallas' thriving machine shops and industrial service organizations. Decentralization of defense production has made Dallas one of the nation's major centers for the distribution of machine tools. The same factor is rapidly expanding Dallas as a major center for plant engineering, tooling and industrial service.

Industrial service and industrial supply represent big business in Dallas — and getting bigger. The new Buick-Olds-Pontiac Assembly Plant at Arlington, Chance Vought and Temco, Convair at Fort Worth, Collins Radio, Texas Instruments and others in Metropolitan Dallas; new industries in other parts of the Southwest, have brought in a new group of service organizations and industrial supply

firms. At the same time this has also brought about a marked change in many of Dallas' older supply outlets.

The historical expansion of Dallas' industrial service and supply parallels the industrial development of Texas. About a hundred years ago the first industries in this area were grist mills run by water power. In 1850, Maxime Guillot's Carriage Shop became Dallas' first industrial plant. This was followed by local flour mills. Small machine shops and foundries served these industries. Their operations later expanded to serve East Texas sawmills as lumbering became Texas first major industry following the war between the States.

The development of Dallas as a service center for cotton gins and oil mills actually marks the beginning of modern industrial service and supply in this area. The Briggs-Weaver Machinery Company, the oldest industrial supply house in Dallas started business as a partnership in 1896 primarily to serve cotton oil mills of this area. The Murray Company began business in 1900 also to serve cotton gins and cotton oil mills. In 1916 this firm bought out the Eubanks Machinery Company which had originated in 1907 to set up the present Murray industrial supply division.

In earlier years the present degree of specialization in industrial service and supply was the exception rather than the rule. As an example, when the Mexia Oil Field came into production in 1920, the Murray Company shipped many carloads of boilers and steam engines to that area. Other organizations, such as Briggs-Weaver, also supplied many needs of the pioneer oil industry that are now handled by exclusive oil supply organizations. The expansion and mechanical improvement of the oil industry and the cotton industry during the past three decades has brought into being many specialized supply and service firms based in Dallas.

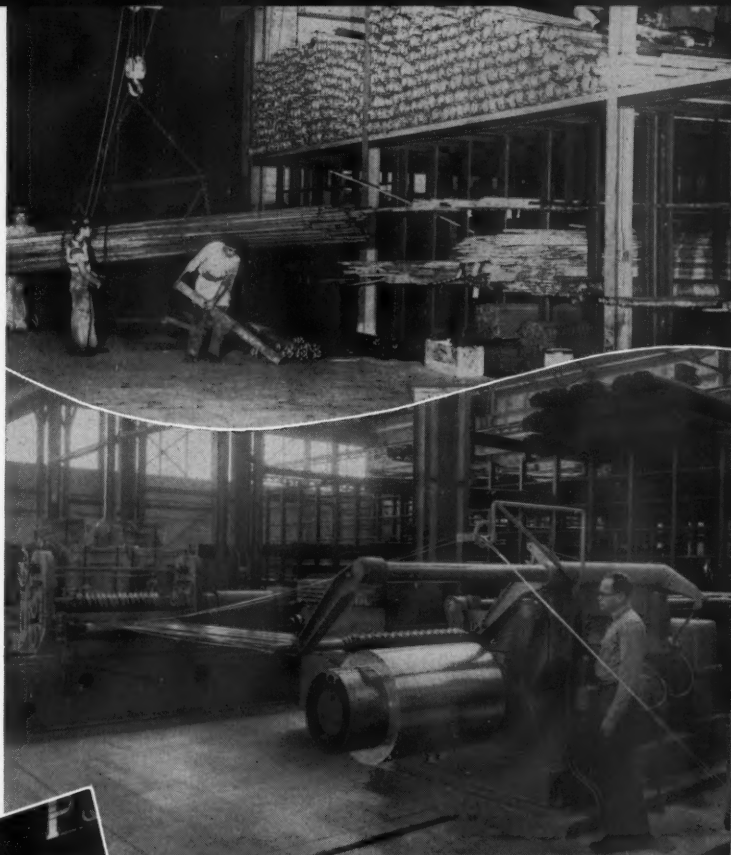
This includes such oil industry supply firms as Guiberson, Continental, Oil Well Supply, Wyatt Metal & Boiler, Fritz W. Glitsch & Sons, Dresser Industries and other specialized organizations not considered a part of the general industrial supply group. It also includes such firms as the John E. Mitchell Company, Continental Gin, Divisions of the Murray Company serving the cotton industry and other



specialized manufacturers. These firms and others serving the automotive industry, construction and other groups are all a part of Dallas' overall industrial picture, but not definitely in the general industrial supply and service field. It is very difficult to draw hard and fast lines of demarcation in this industry because of overlapping buying and selling contacts and the fact that most firms buy general industrial supplies.

Pointing up the scope of this business, the Briggs-Weaver Machinery Company carries lines of some 650 manufacturers and their current inventory includes about 27,000 individual items. The Murray Company Industrial Division carries lines of almost 400 manufacturers and stock nearly 20,000 items. These firms stock bolts and nuts, pipe fittings, wrenches of all sizes, shovels, hoists, chain and cable, transmission equipment, power tools, iron and steel, wood and metal working equipment, pumps, abrasives, machinists tools, and almost everything used in industry. Changing techniques and mechanical improvements also mean that these pioneer supply

WAREHOUSES AND MACHINE SHOPS are pictured on these pages. Shown are a section of the steel warehouse of Briggs-Weaver Machinery Company (top right); slitting steel sheets at Vinson Steel Supply Warehouse (immediately below); a section of the stock aisles at Briggs-Weaver (third right); a precision die maker tooling job at Polley Bros. & Verson (extreme lower right); a section of the tool and die shop of the Verson Manufacturing Company (lower center); a section of the steel warehouse of Earle M. Jorgensen Company (upper center); Verson's new giant planer (lower left); and an export shipment moving out of the Joseph S. Truitt Company plant (extreme lower left),



firms are constantly eliminating old items and adding new ones to keep pace with progress. Under the general heading of industrial supplies 14 firms are listed in the Dallas Telephone Directory.

The development of the aircraft industry, the concurrent growth of the electronics industry in Dallas, and the expansion of Geophysical Exploration during the past quarter century has also resulted in the development of a whole new group of specialized and general industrial supply firms. The highly technical supply needs of these industries has resulted in such Dallas organizations as the Engineering Supply Company. This firm was started in 1937 as a geophysical house, originally known as the Wink Supply Company. In 1940 it branched into tools and industrial supplies, taking its present name, and now has five divisions; industrial, geophysical, electronic, transmission and safety. Today it is the only industrial electronic supply house in the Southwest and has pioneered in the distribution of such instruments as Geiger counters and scintillators. It represents some 400 manufacturers and stocks 24,000 items.

In the field of industrial service perhaps the most significant development in modern Dallas is the plant of the Vernon Manufacturing Company. This firm tools up industrial plants for high volume production. It also builds mechanical and hydraulic presses and press brakes and tooling die cushions. The Vernon organization actually provides a service to Southwest industry that makes it possible for a manufacturer to bring in his product and have this firm do a complete engineering, tooling and equipment job. Starting in 1945 this plant occupies a land area of 20.2



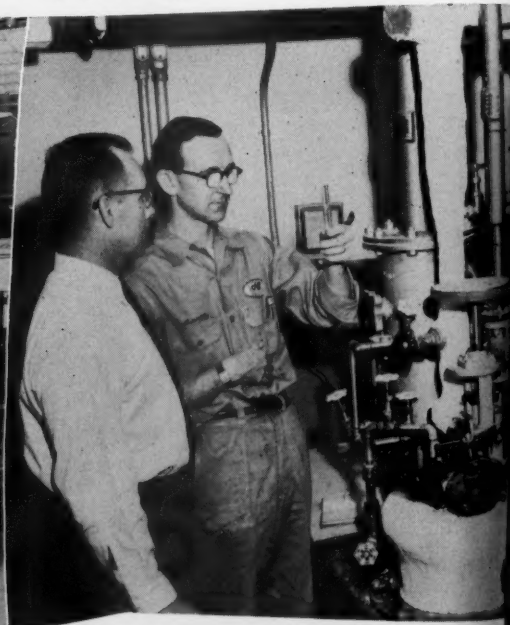
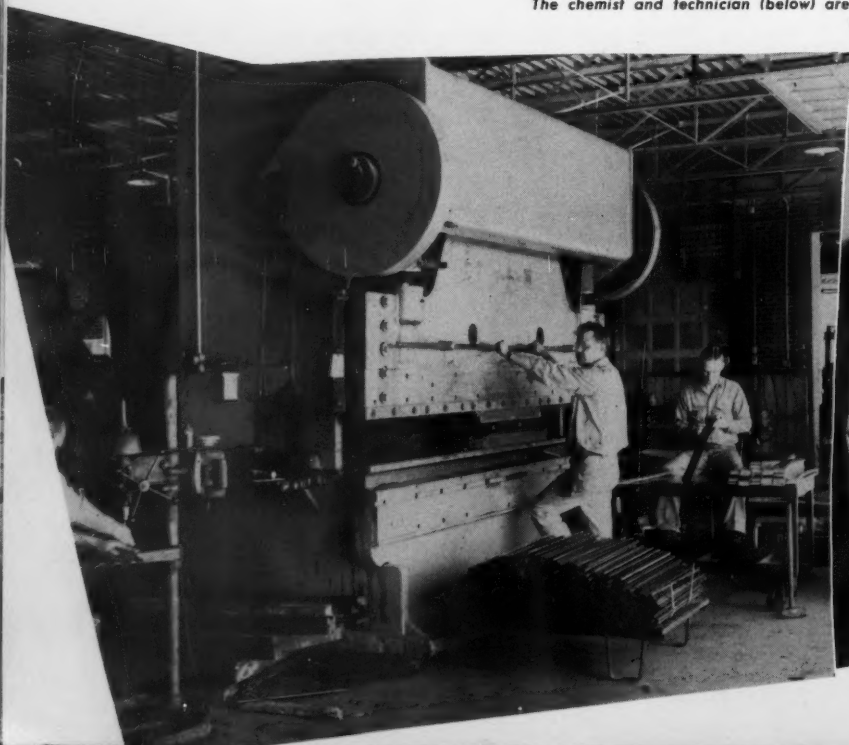
URANIUM HUNTING EQUIPMENT is demonstrated by sales engineers at the Engineering Supply Company. R. W. Sipes (left) holds a gun type scintillator, E. B. Martens and Eddie Hodde (center) stand behind an oil exploration type scintillator, and C. L. Harris (right) holds part of a Geiger counter which is attached to the instrument, left foreground.

acres and has 2.1 acres under roof. With its tool and die makers, precision machinists and technical equipment, it is easily Dallas' largest and most complete general industrial service plant.

Today, Dallas has almost a hundred machine shops listed in its telephone directory. These range all the way from small operations to plants with machinery investment running into six figures. Manufacturers in the Dallas Southwest are today able to produce almost any type of product involving metal work without making big machinery and plant investment simply by using contract manufacturing facilities in Dallas. An example of

this service is the Custom Manufacturing Company. This job shop supplements manufacturers facilities by tooling up for production and providing equipment for fabricating and stamping component parts. Started in June of 1946 this firm has doubled its capacity. Its plant occupies 16,000 square feet loaded with precision machinery. It has a rail siding for handling materials and it does a volume in excess of \$400,000 per year. This category also includes such firms as Polley Brothers & Verson, designers and manufacturers of tools, dies, jigs and fixtures. This firm also does contract manufacturing, engineering and design.

PRESS BRAKE at the Custom Manufacturing Company (lower left) is turning out metal component parts. The chemist and technician (below) are checking an industrial paint finish in the Jones-Blair Paint Company laboratory.

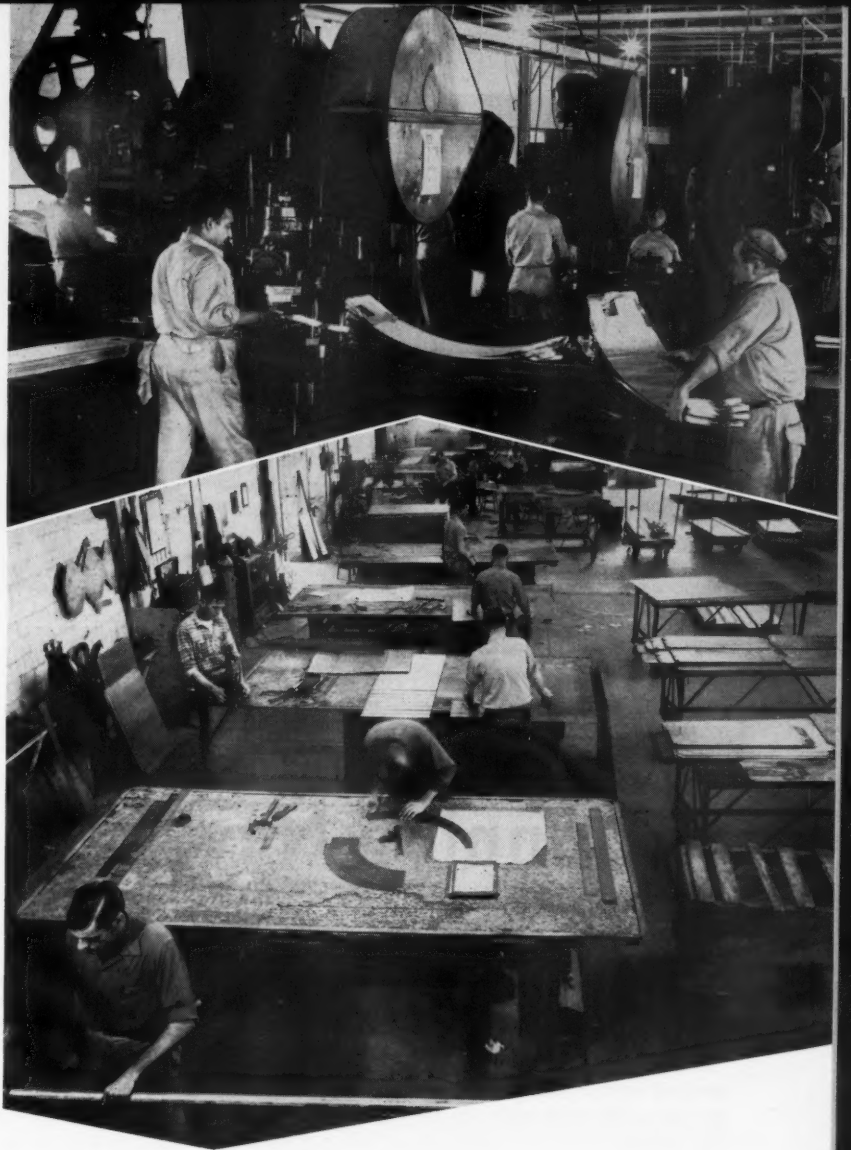


Dallas has also become one of the nation's leading centers for the distribution of machine tools during the past twenty years. The new office, showroom and warehouse of the Huster Machine Tool Company on Grauwlyer is a fine example of the expansion in this industry. Starting in 1932 in a small way this firm expanded from its original Camp Street location through to Patterson. Its new plant which will be formally opened this month has an overall area of 74,000 square feet with 20,000 square feet under roof. Mr. H. E. Huster, president of this company, already has requests from many leading machine tool firms to display precision equipment in their massive new showroom.

Machinery Sales & Supply Company is another firm that has played a major part in providing tools for Dallas plants and industries. T. W. Patton, its founder, started this company as a one man outfit in 1927. It now occupies its own three-story building. This firm carries more than 200 lines and stocks almost 50,000 items. Other firms, such as Hamilton Machinery Company, Nicholas & Parks Machinery Company, Texas Tool Traders, the Machine Tool Division of Briggs-Weaver and others make up a list of approximately thirty firms engaged in the machine tool trade in Dallas.

Expansion of major warehousing facilities for steel and aluminum has also marked the post-war development of Dallas industrial service and supply. Outgrowing one Dallas plant in the space of a few years the Vinson Steel Company now has one of the most complete steel warehouses in the Southwest on Singleton Boulevard. Consisting of five huge bays, the warehouse area includes 111,075 square feet. Stocking aluminum and steel, this plant has three bays 450 feet long and

(Continued on Page 58)



CONTRACT MANUFACTURING is shown in the production line at the Custom Manufacturing Company (top)—a section of the layout and plant engineering department of McMath-Axilrod (lower top)—rolled sheets moving through the Vinson Steel Company warehouse (lower left)—and the electric motor rewinding department of Duecker Bros. Industrial Supply Company (below).





DALLAS' NEW LOVE FIELD TERMINAL will be an impressive structure, as shown in the scale model which was unveiled recently to provide a preview of the new terminal's pace-setter features. The five story section of the terminal will house offices and two private clubs.

Public Convenience Basic Factor In Planning New Love Field Terminal

DALLAS' Love Field, which is by long odds the busiest airport in the Southwest, will soon have a new terminal worthy of its position as one of the leading air gateways in America.

A scale model of the new terminal was unveiled recently to provide a preview of features which will make the Love Field station a pace-setter in standards of usefulness and public convenience.

At the same time, Mayor R. L. Thornton and members of the City Council renewed their pledge to award construction contracts for the Love Field terminal this spring, with completion and occupancy of the big project scheduled for early 1957.

Broad and Nelson and Jack Corgan, architects for the terminal, are expected to submit completed plans during March. Forrest and Cotton, engineers, are scheduled to complete the terminal area engineering plans about the same time.

The terminal project, expected to cost about \$5 million, has had public convenience as its basic consideration in design. This fact is reflected in numerous innovations which will make Love Field a focal point for national interest. These include:

A single-level operation in which the traveler can proceed from the front door to his airplane without climbing stairs or riding escalators; separation of pedestrian and vehicular traffic at all points in

the terminal area; electric-eye doors at all doorways used by the public; moving sidewalks in each of the aircraft loading piers; complete air-conditioning, even to the farthest loading gate; use of three loading gates, in the design of an inverted "T," to bring all loading gates within 700 feet of the lobby door; and separation of inbound and outbound passenger traffic.

Equally important in the design of the new terminal was the consideration given to the interest of Dallas taxpayers. The design provides for maximum exposure of the travelers and visitors to revenue-generating concessions in the terminal and for maximum extensibility at minimum construction cost.

The terminal design also gave consideration to the interests of the air carriers operating at Love Field, with features designed to make their operations as efficient and economical as possible.

The new terminal facilities will offer minimum distances to taxi aircraft between the new terminal, the existing runways, and the planned parallel instrument runway; functional separation of facilities within the terminal to move a maximum volume of inbound and outbound passengers without cross-traffic; complete separation of passenger traffic from ramp vehicular traffic; facilities which should greatly speed up the handling of baggage

for arriving passengers; and elimination of "monumental" features, "gilt and plush" from the terminal design so that the fees charged the carriers can be kept on a sensible basis.

Design of the new terminal has required

The Love Field Story

Dallas' Love Field handles more enplaning passengers than any other two airports in Texas combined.

It handles more enplaned air mail, freight and express than any other three airports in Texas, combined.

In 1953, the latest year for which reports have been published, Love Field accounted for 2.2% of the total enplaned air traffic in the United States.

Love Field ranks 10th in the United States in total enplaned passengers. It ranks 4th in the United States in enplaned passengers on local service airlines.

Dallas consistently ranks among the three communities in the United States which generate the greatest number of air passengers in ratio to population.

Love Field's importance to Dallas is indicated by the fact that if Dallas travelers and shippers had to use the next nearest airline airport, instead of Love Field, the additional ground transportation expense would cost them a minimum of \$1,752,366 per year, in 1955, increasing to \$2,380,132 per year by 1960.

more than a year. The work began when James C. Buckley, Inc., terminal and transportation consultants, were retained as consultants on the basic functional layout. Broad and Nelson, and Corgan, the architects, and Forrest and Cotton, engineers, participated in the final phases of functional layout and then developed architectural and engineering plans on the basis of the design agreed upon. Airline officials were consulted in the planning, but the Love Field terminal design was not dictated by their preferences.

The new Love Field terminal will be located in mid-field, halfway between the present instrument runway and the future parallel instrument runway. It will be in the general area now occupied by Southwest Airmotive's hangars.

Southwest Airmotive, Braniff Airways and other airport-based operations will be relocated on the east side of Love Field, between the new Lemmon Avenue, now under construction, and the present airport boundary.

Access to the new terminal will be provided from Mockingbird Lane, which has been opened as a six-lane divided trafficway from Hines to Lemmon. The front door of the new terminal will be approximately five and a half miles from downtown Dallas, or an estimated 10 to 15 minutes driving distance from the downtown hotels on the revised pattern of trafficways serving Love Field.

A series of automobile parking lots will be constructed at the front of the terminal, providing for employee parking, storage parking and shorter-term transient parking. The regular transient parking lot, with a capacity of 450 cars, will be nearest the front door and have a covered walkway leading to a pedestrian underpass of the street which will be ramped on a gentle gradient into the very foyer of the terminal lobby.

At the right of the front entrance will be the air carriers' ticketing wing. Passengers arriving by private car, taxi or limousine will have the benefit of a broad canopy which will enable them to unload in front of the wing without being exposed to bad weather. Inside this wing will be 325 feet of airline ticket counters, where outbound passengers will validate their tickets and deposit their luggage. From the ticket wing passengers will pass into the main lobby.

A single doorway will connect the lobby with aircraft loading piers, eliminating all confusion as to the direction in which the traveler should move. Arrows will direct the traveler from the doorway

into the loading pier where he will board his plane.

The outbound passenger will step onto a moving sidewalk to travel the first 275 feet of his journey toward the loading gate. The maximum walking distance, after leaving the moving sidewalk, to reach any gate will be only 425 feet.

Inbound passengers will walk the short distance from the loading gate to the moving sidewalk and then ride to the lobby door. In the lobby, inbound passengers will turn right to reach the baggage reclaim wing, located at the opposite side of the terminal from the ticket wing. Once baggage has been unloaded from an airplane, it can be trucked from any loading gate to the reclaim wing within one minute traveling time. It will move by gravity conveyors from the outside of the building to the reclaim counters. Passengers will be picked up by car, taxi or limousine at the front doors of the baggage reclaim wing, again sheltered by a wide canopy.

A coffee shop seating 250 people will be located in the lobby floor of the terminal, with a dining room for 400 persons on the mezzanine floor. The dining area, with a terraced view of the airport, will be accessible by escalators, elevators and stairs.

Also on the mezzanine floor will be a gallery for spectators, with theater-type

seats on risers to provide an unobstructed view of the airport operations from every seat. From the gallery spectators will have access to the roofs of the loading piers if they wish to watch from open air positions.

The five-story office building section of the terminal will provide space for municipal and federal offices, airlines and other tenants desiring an airport location. Two airlines also have reserved space for private clubs to be operated in this section.

A separate one-story building will provide facilities for the most efficient handling of air mail, freight and express. Trucks moving to and from this building will not become involved in the traffic of passenger vehicles entering or leaving the parking lots.

W. C. Miller, chairman of the City Council's Aviation Committee, under whose direction the terminal area planning was accomplished, points out that Love Field is one of the most successful airports in America from a financial standpoint. In the last seven fiscal years, Love Field's operating income has exceeded operating expenses by a total of \$1,492,689. Mr. Miller predicted that with the new terminal's increased revenue-generating capacity, the Dallas airport will continue to rank among the most financially successful fields in the country.

SEPARATE TICKET AND BAGGAGE WINGS, along with three aircraft loading piers, branch out from the main terminal building. At left is the ticket wing, while the baggage reclaim wing is on the right. The aircraft loading piers, with their moving sidewalks, are at the rear of the terminal building.



Chamber Names Committee Members

THE Board of Directors of the Chamber of Commerce has announced 661 appointments to 32 committees which will carry out the Chamber's program for 1955.

Jerome K. Crossman, Chamber president, made the appointments, which were ratified by the Board of Directors.

"We feel the program set up by the Chamber this year will add in large amount to the betterment of metropolitan Dallas," Mr. Crossman said. "The Dallas Chamber is as interested in the development of the towns in the area as we are of Dallas proper."

The committees and their members follow:

Trinity River Development

JOHN W. CARPENTER, *Chairman*
HUGH E. PRATHER, *Vice Chairman*
BEN CRITZ, *Secretary*

THEO. P. BEASLEY	GEORGE F. MIXON
W. J. BROWN	W. W. OVERTON, JR.
BEN H. CARPENTER	L. C. PORTER
CARR P. COLLINS	R. B. RINEHART
JOHN M. FOOTS	WOODALL RODGERS
W. A. GREEN, JR.	GEORGE SERGEANT
RALEIGH HORTENSTINE	RAE E. SKILLERN
CLIFTON LINZ	JOHN STEMMONS
W. W. LYNCH	RODERIC THOMAS
J. W. MANGELSDORF	MARTIN WEISS
STANLEY MARCUS	J. P. WILLIAMS
Z. E. MARVIN	J. A. WORSHAM
DR. HAL MAXWELL	WESLEY F. WRIGHT
HOMER R. MITCHELL	DAN C. WILLIAMS

East-West Expressway

TRAMMELL CROW, *Chairman*
TOM HUFFMAN, *Secretary*

TED DEALEY	ASHER LOWICH
JAMES C. DYCUS	FRANK G. NEWMAN
ROY EASTUS	W. W. OVERTON, JR.
JOHN T. HIGGINBOTHAM	JOHN RUNYON
PHILIP KELTON	C. G. STUBBS

Budget and Finance

DeWITT T. RAY, *Chairman*
J. L. LATIMER, *Vice Chairman*
BEN CRITZ, *Secretary*

AUSTIN F. ALLEN	B. F. McLAIN
JAMES ASTON	J. B. O'HARA
A. H. BAILEY	W. W. OVERTON, JR.
W. J. BROWN	LAWRENCE POLLOCK
BEN JACK CAGE	WALTER L. PREHN
E. O. CARTWRIGHT	JULIUS SCHEPPS
LEO F. CORRIGAN	R. L. TAYLOR
JOHN B. DONOVAN	W. G. VOLLMER
S. M. GLADNEY	R. L. THORNTON, SR.
ED. R. HAGGAR	BEN H. WOOTEN
W. W. LYNCH	

Ways and Means Committee

RICHARD HAUGHTON, Sr., *Chairman*
C. L. MAY, *Co-Chairman*
ANDY DeSHONG, *Secretary*

W. J. BROWN	DR. FRANK SELECHMAN
JAS. M. COLLINS	JOHN M. STEMMONS
HAL C. DYER	R. L. THORNTON, JR.
BILLY GOLDSTEIN	L. H. TRUE
C. F. JESSEE	HOWELL WATSON
JOHN J. KETTLE	GUS K. WEATHERED
DeWITT T. RAY	

Convention

LELAND S. DUPREE, *Chairman*
RAY W. WILSON, *Vice Chairman*
Z. E. BLACK, *Secretary*

E. O. CARTWRIGHT	W. C. MILLER
JAMES O. CHERRY	TOM H. OWENS
EDWARD K. CLARK	MAX E. PECK
HENRY ENGLISH	P. J. RENO
WAYNE GRATIGNY	DR. JAMES K. ROSS
RICHARD HAUGHTON, SR.	ROBERT A. ROSS
S. J. HAY	LEONARD G. SIMON
ALBERT A. INGELS	LIGON SMITH
A. CARLTON LAWLER	DR. WILLIS M. TATE
W. E. McANALLY	JAS. K. WILSON, SR.

Transportation

PAUL G. STALLINGS, *Chairman*
H. B. PHILLIPS, *Vice Chairman*
SAM GOODSTEIN, *Secretary*

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PAUL CHITWOOD	R. R. RABON
WALLACE GREEN	W. A. ROWSEY
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JOHN HUNTER	

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ELWOOD H. BENTLEY	AVERY MAYS
WALTER BLANTON	JOHN D. McCALL
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FRANK W. CAWTHON	RAY OLINGER
BEN H. CARPENTER	VIRGIL H. POST
H. H. CHAMBERS	WEBB ROBERTS
R. H. CLINGER	TOM SEWELL
CARR P. COLLINS, SR.	N. E. SHANDS
E. S. COLLINS	CHARLES E. SIMONS
TRAMMELL CROW	JOHN STEMMONS
ELGIN E. CRULL	H. H. STIRMAN
JOE DEALEY	M.M. STRAUS
ROY EASTUS	CHARLES G. STUBBS
JAMES D. FOWLER	MARVIN R. SPRINGER
W. P. GANDY	R. L. TAYLOR
E. B. GERMANY	ROY WADSWORTH
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W. M. HOLLAND	S. H. WHITEHURST
DENNIS HOOVER	W. C. WINDSOR, JR.
R. E. KILLMER	W. L. WYMAN
JEAN KNOX	ANGUS WYNNE, JR.

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JESSE K. BELL, *Commissioner*
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W. H. COYLE, *Commissioner*
JUDGE W. L. STERRETT, *Commissioner*

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HYMAN PEARLSTONE, *Chairman*

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A. H. BAILEY	PAUL JACKSON
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S. J. HAY	R. L. THORNTON, SR.
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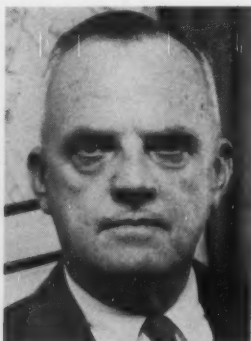
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MAX CLAMPITT, *Chairman*

M. J. BRUSH
JOHN HIGGINBOTHAM
JOE A. LUBBEN
MORELLE RATCLIFFE



AUSTIN F. ALLEN



JOHN L. BRIGGS



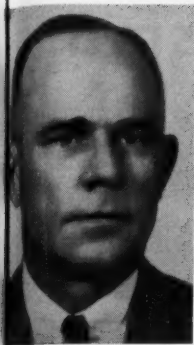
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JOHN W. CARPENTER



PAUL CARRINGTON



CARR FORREST, JR.



WILL C. GRANT



RICHARD HAUGHTON, SR.



W. M. HOLLAND



JOHN J. HOSPER

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J. ERIK JONSSON
EDMUND J. KAHN
J. L. LATIMER
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HAROLD VOLK
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JOHN E. WILLIAMS
JAS. K. WILSON, SR.
BEN H. WOOTEN

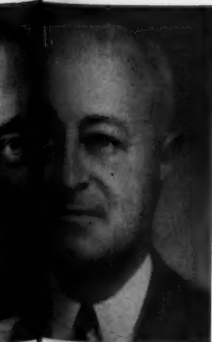
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C. E. ARCHIBALD
DR. J. W. BASS
DR. FRED BROOKSALER
DR. MARTIN BUEHLER
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A. R. DAVIS
DR. JAMES GILL
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MILLARD J. HEATH
LAURENCE MELTON
ALLEN MERRIAM
DR. J. M. PICKARD
BOONE POWELL
DR. MILFORD O. ROUSE
H. J. SILVER
B. A. STUFFLEBENE
EARLE W. SUDDERTH
DR. EARLE WILLIAMS
HARRY WITHERS

(Continued on Page 46)



R. M. CHAN



MAX CLAMPITT



TRAMMEL CROW



LELAND S. DUPREE



FRED F. FLORENCE

Membership Group Hears Crossman

THE Membership Committee of the Chamber of Commerce observed Dallas County Chamber of Commerce Day at its committee meeting March 14 at the Adolphus Hotel. Special guests at the luncheon were the presidents and managers of 11 suburban chambers of commerce.

Another highlight of the meeting was the presentation of a life membership award to Arthur H. Stern, vice chairman of the membership committee.

Jerome K. Crossman, president of the Dallas Chamber, was speaker for the meeting. His talk, "Pulling Together," emphasized the unity of all the county chambers of commerce working for the civic betterment of metropolitan Dallas.

President Crossman also pointed out that the various specialized departments of the Dallas Chamber of Commerce were at the service of all the suburban chambers. For example, he noted that the Dallas Chamber's new industry and research department would be most happy to use its facilities for the bringing of a new industry to Garland or any other county town.

Mr. Stern's life membership award was the 11th presented in the 81-year history of the Chamber. He won the award for selling 100 memberships in 12 consecutive months.

Bond Equipment Company, 525 S. Industrial; E. A. Bond.

Majors & Hawley, 805 First National Building; R. C. Hawley.

Cash Brothers Packing Company, 519 Pontiac; Austin D. Cash.

McMurray Metals Company, Inc., 3008 Elm; John McMurray.

Collins Radio & TV Service, 2008 Lagow; Darvis C. Collins.

McKee & Associates, 508 Interurban Building; Thomas Hudson McKee.

Commercial & Industrial Life Ins. Company, 703 Davis Building; Earl W. Powell.

Harry B. McCarthy, D.D.S., Baylor Dental College, 800 Hall.

Family Budget Adjusters, Room 4, 912½ Main; Edrea M. Smith.

Interstate Life Insurance Agency, P. O. Box 685; Louis F. George and Jack M. Bearsch.

General Electric Company, Air Conditioning Division, 1801 N. Lamar; W. L. Loewen.

Helix Air Transports, 3020 S. Haskell; Gordon Hall.

General Electric Company, Lamp Division, 6500 Cedar Springs; H. E. Lindberg.

George F. Harrell, 819 Republic National Building.

Hallmark Radiator Service, 1822 Cadiz; George A. Hallmark.

W. E. Moore, 4529 Donnelly, Fort Worth.

S. Riekes & Sons, 2225 Laws; Avrum Fitch.

Oak Cliff Personnel Service, 324½ W. Jefferson; Dr. Dorman Gleaves.

Acme Builders Supply, 5514 Dyer; Barney Dosterchill.

Dick Webster's Orchestra, 7719 Inwood Road; Richard Webster.

All State Moving & Storage, 1017 Corinth; Yale V. Clark.

The University Club, 1415½ Commerce; Philip Stein.

Great Commonwealth Life Insurance Company, Texas Bank Bldg.; Arnold L. Reed.

Fred E. Tucker, Jr., Mercantile Securities Bldg.

Manufacturer's Interchange No. 2, 4924 Greenville; Mrs. Mildred Lipow.

Sperry-Kirby Company, Inc., 4017 Cedar Springs; D. L. Sperry.

Metropolitan Realtors, 812 ICT Bldg.; Earl L. Jolly.

Southwest Radio Supply, 1820 N. Harwood; S. A. Greever.

Pillowtex, Inc., 1815 N. Market; Homer Stalarow.

Miller Publishing Company, 2218 N. Harwood; David John Miller.

Harold F. Smith & Co., 2222 East Main, Grand Prairie; Harold F. Smith.

Alemite Company, 1711 Cochran; A. F. Grey.

Myrick Motors, Inc., 1715 N. Akard; G. C. Myrick and J. W. Bingham.

American Metal Window Company, 1205 Levee; Chuck Wall.

Moss-Gordin Lint Cleaner Company, 3116 Main; John T. Gordin.

Anchor Life Insurance Company, 2501 Cedar Springs; P. B. Madison, Jr., and R. E. Allison, Jr.

Hi-Vue Gulf Station, 5515 S. Beckley; J. T. Simpson.

Asbestos & Roofing Company, 325 Second Ave.; W. W. Fuller and W. G. Buster.

E. Cowden Henry, 30½ Highland Park Village.

Atlas Life and Accident Insurance Company, 2502 Cedar Springs; John N. Savage and E. F. Van Plumlee.

(Continued on Page 60)

ARTHUR H. STERN (holding plaque) is honored as the 11th member to win a life membership award in the 81-year history of the Chamber of Commerce. Congratulating him are (left to right) Jerome K. Crossman, Chamber president; John L. Hospers, chairman of the membership committee; and Vincent L. Rohloff, associate chairman.





New Eagle

In the Texas Skies

MORE complete air line service for Dallas citizens is in prospect when the Pioneer-Continental Air Lines merger is effective April 1. Combining the two airlines will result in a system serving some 46 cities over 4,797 route miles in Texas, Oklahoma, New Mexico, Colorado, Kansas and Missouri.

Under the merger agreement approved by the Civil Aeronautics Board on December 7, 1954, Continental purchased the routes and assets of Pioneer for cash and 65,000 shares of Continental stock. In its decision, the CAB found that the consolidation of the two carriers will provide an improved and more economical service on a strengthened route pattern in the Southwest and Rocky Mountain area.

Consolidation of the two carriers will eliminate the expense of maintaining separate offices in six cities where both carriers now serve — Houston, Lubbock, San Angelo, Midland-Odessa, Santa Fe and Albuquerque. Pioneer's Dallas office will become the main branch office of the new system, second only to the home office headquarters in Denver.

As a result of the merger, Continental will be able to provide Dallas with one-carrier, single-plane service, for the first time, with Carlsbad, Hobbs and Roswell — three New Mexico cities with which Dallas has a strong community of interest. It will continue the service between Dallas and 22 other stations which have heretofore been served by Pioneer. In the Pioneer operations, Dallas has consistently generated more traffic for the airline than any other station on its system.

Robert F. Six, president of Continental Airlines, will continue as president of the combined operation. Pioneer President

Robert J. Smith will be elected vice chairman of the board of directors of the merged companies. Mr. Six has also announced several changes in top management involved in the merger.

Pioneer's vice president of traffic and sales, Harding L. Lawrence, will become vice president of traffic and sales for Continental Airlines. Another Dallasite, Harold B. Seifert, will become vice president, operations and maintenance, of the Dallas base of Continental. Tom E. Nance, superintendent of stations for Pioneer, will move to Denver as manager of passenger service for Continental.

In addition, several changes were made in the Denver personnel, including the creating of the posts of executive vice

president and vice president of public relations and advertising.

Pioneer Airlines service was inaugurated in August, 1945, with a six-city route. By 1953, when the merger was agreed upon, Pioneer was serving 23 cities over almost 2,000 route miles. Pioneer transported its 1,000,000th passenger on scheduled operations during 1954.

Continental began operations as the Varney Speed Lines in 1934 with service between El Paso and Pueblo, Colo. Since then Continental's route mileage has grown to 3,195, serving 34 cities in six states. Continental transported its 1,000,000th passenger in 1949 and its 2,000,000th in 1953, with the 3,000,000th expected in 1955.

PIONEER AIRLINES PRESIDENT Gen. Robert J. Smith (left) welcomes Robert F. Six, president of Continental Airlines, when the latter headed a contingent of Continental executives who came to Dallas to meet with the top echelon of Pioneer.





Expressway Construction to Start Soon

Shown here is a conception of a portion of the proposed new \$36,000,000 East-West Expressway, construction of which is expected to be launched soon with the award of a \$1,750,000 contract for a four-lane bridge across the Trinity River at Oak Cliff. The bridge is to be situated just above and

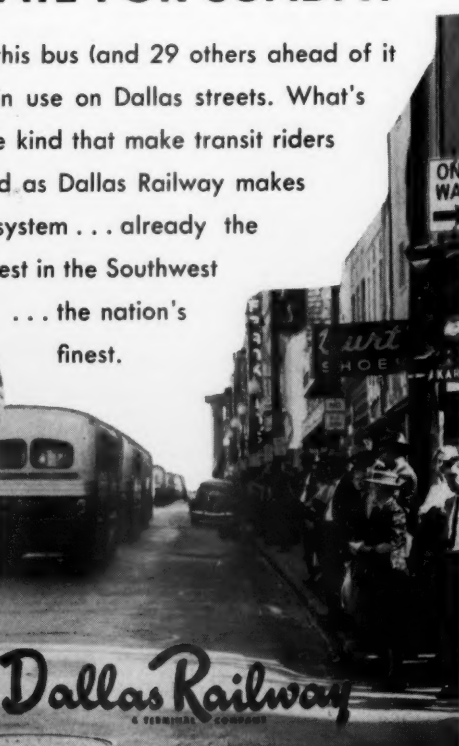
to the northwest of the existing Cadiz Street bridge. It will be about a half-mile long and will carry one-way traffic out-bound toward Oak Cliff. The Cadiz Street bridge is to be converted to one-way traffic inbound.



THIS FELLOW HAD A DATE FOR SUNDAY

And he kept it, too. For on a recent Sunday this bus (and 29 others ahead of it in a special downtown parade) was placed in use on Dallas streets. What's more, lots of similar dates (the kind that make transit riders happy) are planned as Dallas Railway makes its transit system . . . already the best in the Southwest . . . the nation's finest.

Dallas Railway
A TERMINAL COMPANY



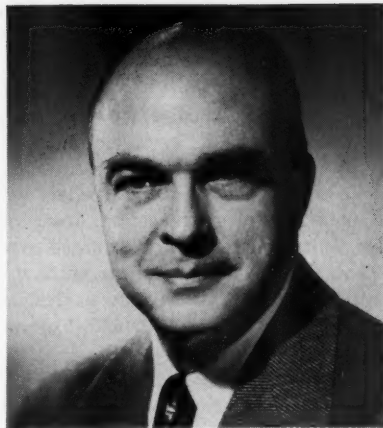
Dallas Rupe Gets Seat On N. Y. Stock Exchange

Dallas Rupe & Son, Inc., has been elected to membership in the New York Stock Exchange, thereby becoming the first Texas corporation to be elected to the organization. D. Gordon Rupe, president, becomes an individual member, with vice presidents Roderic B. Thomas and Robert E. Dennard, allied members.

Founded 25 years ago, the firm recently moved to new offices in the Republic National Bank Building. The concern is active in the underwriting and distribution of securities for many major Southwestern enterprises.

★

HAROLD E. LONG has been named general sales manager of Noble Hurley and Company, Dallas brick and building material distributors. Mr. Long formerly had been Dallas field engineer for Clay Products Association of the Southwest. He is a graduate of the Architectural Engineering Department of the University of Texas.



Jonsson Named Director

J. E. Jonsson, president of Texas Instruments, Inc., has been elected a director of Republic National Bank. Mr. Jonsson also is board chairman of Geophysical Service, a wholly-owned Texas Instrument subsidiary, and serves as a director in each of the other corporations composing the Texas Instrument group. He is a former president of the Dallas Petroleum Club.

Weiland-Merritt Plans Branch at Richardson

Weiland-Merritt, Dallas funeral chapel since 1910, will build a \$100,000 branch chapel in Richardson, on the east service road of the Expressway two blocks south of Main Street.

Plans for the new chapel call for a 250-seat auditorium, year-round air conditioning and a paved parking lot for 100 automobiles. Vice President Wendell Merritt, Jr., announced. Mr. Merritt said the chapel will be erected on a 40,000 square foot tract and will have 200 feet frontage on the Expressway.

★

J. WOODALL RODGERS, L. B. HOUSTON, ROY E. LANE and CLARENCE BULGER were recently awarded certificates of honorary membership in the Dallas Chapter of American Institute of Architects.



Something to think about

By HOWARD
C. BOAZMAN



HOWARD C. BOAZMAN

As we rapidly approach our Golden Anniversary, I realize my responsibility to the thousands of Dallas and North Texas individuals, firms and corporations who have made the growth and success of this company possible.

To my beloved father, Henry Boazman, who established this business more than 49 years ago, I dedicate my humble efforts. His love for Texas and Texans will long be remembered by his many friends . . . with whom he fished, hunted, and did business. His policy was to keep Texas money at home . . . to do as much business as possible with his fellow Texans. Long may his policy live!

Industrial

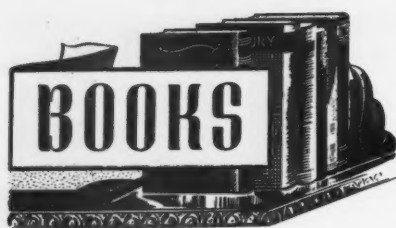
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FENDER CLOTHS



Great Roundup

By Lewis Nurdyke. New York: William Morrow and Company. \$5.

BOOTED and spurred cowmen of the Southwest, who will gather in Dallas in March, will be able to look backward as well as forward. Published on the eve of the annual meeting of the Texas and Southwestern Cattle Raisers Association is a popular history of this vigorous organization. The author is Lewis Nurdyke of Amarillo, whose history of the XIT Ranch, "Cattle Empire," was well received in 1949.

The association is an outgrowth of the Stock Raisers Association of Northwestern Texas, formed at the frontier village of Graham early in 1877. The cowmen who gathered under a spreading oak at Graham had been made desperate by the

raiding of their herds by bands of rustlers. They were determined to band together to protect their interests and to put down the thieving.

This working together soon began to show results. District round-ups made it easier to return strayed cattle to their home ranges. And the war on rustlers was strengthened by united action. Some of the rustlers were caught and turned over to sheriffs. Others were strung up to the nearest tree. Still others were warned to leave the region or took their own warnings from necktie parties.

The war on rustling is only part of the story. Trail driving to the north had passed its peak when the Texas organization was formed, but Nurdyke tells of the effort to establish a National Trail. He also notes the fencing of the once open range and the bringing in of improved breeds of cattle.

Today the association, with headquarters in its own building in Fort Worth, has 10,000 members and keeps brand inspectors at the principal Southwestern markets. It publishes the monthly Cattleman and stands firmly against the imposing of federal controls over the cattle industry.

Nurdyke gives intimate glimpses of

some of the early Texas cowmen and livens his narrative with many anecdotes. He adds interest to his book by reproducing maps and photographs, a painting in color by Charles Russell, and nearly a score of fine drawings by Harold D. Bugbee of Clarendon. He has done a top-notch job in breathing life into the musty records of an organization and weaving their story into an unusually readable book.

—Wayne Gard.

★

CARL E. PRICE, 6939 Hammond, has been elected president of a newly-formed Exchange Club which will serve Fair Park and Casa Linda sections of the city. Other officers are: **WILLIAM LLOYD CONE, JR.**, secretary, and **FRANCIS DeLATTE**, treasurer. The executive membership committee includes, besides Mr. DeLatte: **J. DON SMITH**, **O. K. BLACK** and **JOE B. BAKER**.

★

GEORGE F. STEHLE has been promoted to assistant Southwest Division sales manager of Johnson & Johnson, with headquarters in Dallas. Mr. Stehle, prior to his transfer to Dallas, was territory manager for the company at New Orleans. A native of New Orleans, he joined the company in 1950.

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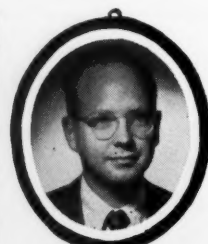
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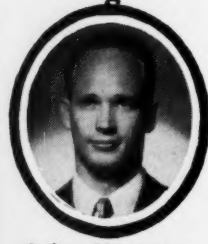
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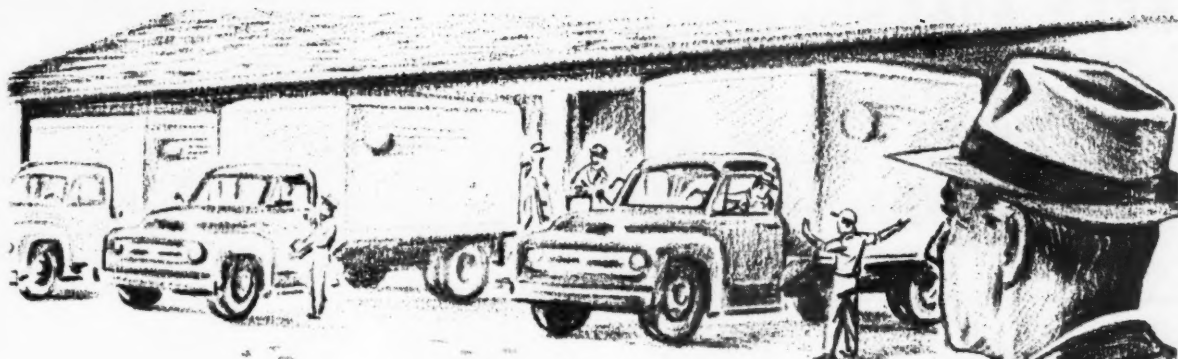
Bill Newman



Orion Newman



Larry Newman



what if

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The machines probably won't break down. No. But how about the men who run them? Drivers, loaders, checkers, clerks, dispatchers—how about them?

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That's worry enough. But there'll be more. Bills. Big bills. A frantic need for cash he hasn't saved. Bills. Debts. Worries.

And when that happens—what about the job? Will he be thinking about how he handles his work? Not much. He may be there—but his mind will be miles away.

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Heads Speech Center

Dr. Phillip N. Hood, doctor of speech, pathology, audiology and psychology, will assume his new duties as executive director of the Dallas Society for Crippled Children's speech and treatment center, 2312 Oak Lawn, April 1. Under his guidance, the center will establish a diagnostic and training center for both children and adults with speech or hearing ailments in addition to its work with cerebral palsy and other childhood disorders. While Dr. Hood will be administrative head of the treatment center, Mrs. Juliette Gratke will continue as director of cerebral palsy treatment and Miss Martha Brown, as speech therapist.

L. J. DRUMM has been promoted to Dallas district sales manager of household products for S. C. Johnson & Sons, Inc., wax manufacturers. He joined the company in 1937 and has been serving as sales manager of household products in Memphis.

HUGH M. FARRELL has been promoted to Assistant Agency Director of Home Service Casualty Insurance Company. Mr. Farrell joined the company last July. He will work directly with four special agents of the company throughout the state, in addition to activities with general agents and agents.

THOMAS R. LESLIE, formerly with the public relations staff of the Republic National Bank, has joined the staff of the J. D. Williams Advertising Agency, 3908 Lemmon Avenue, as account executive.

A. CECIL LAWLER has been named assistant to the district manager of the Equitable Life Assurance Society here.

International Opens New Sales, Service Branch

Sharp increases in International Harvester motor truck sales and service have necessitated the opening of a second branch operation in Dallas at 7200 Harry Hines Boulevard.

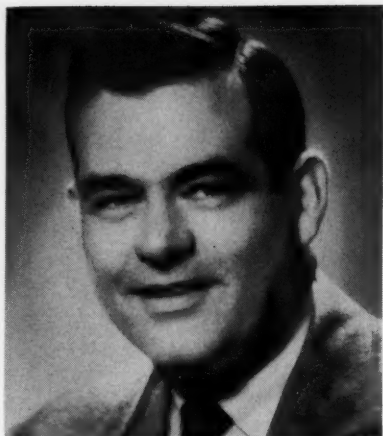
The new branch, with 18,000 square feet of space, houses service, sales and parts departments and has been enlarged to handle the largest types of tractor-trailer truck units. Talbot Garner is supervisor of the service station unit, which employs about 25 mechanics. Total staff of the branch numbers about 35.

E. A. SCHURMAN, who has more than 20 years experience in protection and police work, has been named security manager for Bell Aircraft Corporation's Texas Division. At one time he was superintendent of Secret Service uniformed police who guard the Treasury buildings in Washington, D. C. Working under Mr. Schurman will be: R. L. Ivey, supervisor of security; Howard Naler, fire chief; and Herbert Day, captain of the guards. Mr. Schurman will assume his duties April 1.

TRAVIS M. RICHARDSON and LAYDEN L. STROUD, JR., have been appointed brokerage supervisors for the Southwest Indemnity and Life Insurance Company. Mr. Richardson, formerly in the Dallas office as a group department representative of the John Hancock Mutual Life Insurance Company, was educated at the University of Houston and Baylor University. Mr. Stroud, previously with Great-West Assurance Company, is a graduate of Southern Methodist University.

BOB MITCHELL, JR., has been elected president of the North Texas Marine Trades Association, an organization of boat dealers of the Dallas and Fort Worth area formed to promote good relations between the boating and marine trades. Other Dallas officers elected are: John Trett, secretary; and Bill Bell, Mike Ellsberry and Richard Vosbury, directors.

J. MICHAEL RILEY, formerly executive vice president, was chosen president of the Transport Insurance Company at the recent annual stockholders meeting held in the firm's new home office building in Dallas. Leonard B. Brown, former president, was elected chairman of the board.



Heads New Office

Frank J. Flanagan, Jr., has been named resident manager of sales in charge of the recently-opened Dallas office of McCormick Steel Company, 5622 Dyer Street. Mr. Flanagan comes to Dallas from the company's Houston sales office, where he has been located for the last two years. The company serves manufacturers, contractors and fabricators in an eight-state area of the South and Southwest.

★

THOMAS A. SIREN, president of Gray and Graham Company for the last 15 years, has announced his purchase of all outstanding stock in the firm. The company, located at 1009 Main Street, Dallas, specializes in tailor-made clothes for men.

★

ALVIN BOYD, a resident of the Pleasant Grove area, has been named manager of a new branch office of the Stewart Title Guaranty Company, 1344 South Buckner Boulevard, Pleasant Grove.

★

MRS. HELEN BAGLEY has been named buyer and manager of millinery for the W. A. Green Company. Mrs. Bagley, with 11 years experience in similar positions, comes to Dallas from Houston.

★

JAMES F. HAYDEN, vice president and sales director of Trinity Portland Cement Company in Dallas, has been named to the board of directors of the Fort Worth & Denver Railway Company.

★

GERALD A. PARKER has been appointed manager for the Hertz Rent A Car Stations in Dallas. Mr. Parker is to be in charge of a planned expansion of activities planned by the company.

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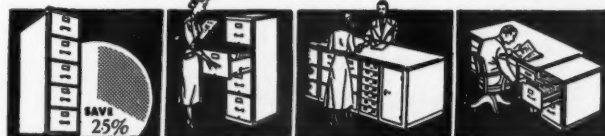
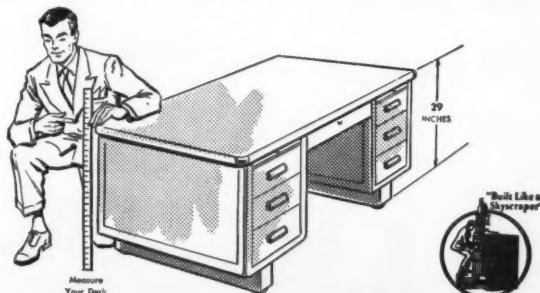
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The cryptic words on the label above save hours — often a whole day — in clearance of transit items by the Republic. It simply means that our own messengers meet all airport arrivals and take Republic items directly from the plane, eliminating processing at both the airport and the downtown post offices.

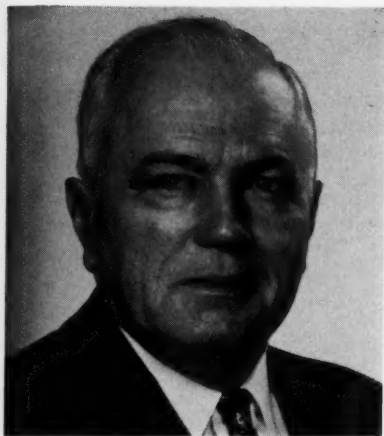
Republic was the first bank in the Southwest to inaugurate this service. It means even faster *Collect-Ability* now when you *Route Republic*.

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Engineer of the Year

Elgin B. Robertson of Dallas was named recently by the Dallas chapter, Texas Society of Professional Engineers, as the group's 1955 "Engineer of the Year." Carr Forrest, Jr., winner of the award in 1954, presented the plaque to Mr. Robertson for his "outstanding contributions to the engineering profession."

★

SY PAYNE, previously associated with men's hat departments of several Dallas retail stores, has been appointed manager of the first floor men's hat department of Jas. K. Wilson Company.

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RAY E. HUBBARD, an independent oil man and a member of the board of Texas Bank and Trust Company, has been elected to the board of directors of Guardian Savings and Loan Association. A past president of Hope Cottage and an active worker in the Red Cross, Mr. Hubbard has been president of the Dallas Park Board for many years.

★

HAROLD R. WEST, who began his career in the automotive field in Dallas in 1924, has been appointed service manager of Nichols Brothers Motors, Dodge and Plymouth dealers.

R. A. WORTHINGTON, former newspaper reporter, has been appointed staff assistant of the Home Builders Association of Dallas County. Mr. Worthington, a graduate of Southern Methodist University, has been active in the newspaper, advertising agency and public relations field in Dallas for the last 20 years.

★

MRS. EVELYN OPPENHEIMER, Dallas lecturer, has been named director of public relations for Jeunesse Cosmetics, Inc. Mrs. Oppenheimer heads all advertising and publicity activities for the Dallas firm.

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Organize New Credit Plan For Doctors

Thomas W. Butler (left) announced this month that a new credit plan for medical and dental expenses has been extended to Dallas. Organized as the Professional Men's Association, with Butler as president, the group will extend credit to individuals to meet hospital, medical or dental expenses through a series of regular payments. Originated in Chicago two years ago by a group of physicians and dentists, the organization serves both the doctor and the patient by easing the burden of large medical and dental bills on the patient, and by taking off the doctors' shoulders the responsibility of carrying their own outstanding bills. Leon H. Socks (right) has been named executive vice president of PMA, which has opened offices in the Gulf States Building.

Board Approves Plans. The Dallas School Board recently approved plans for the proposed \$582,000 Annie Webb Blanton School which is to be built east of Buckner Boulevard, south of Scyene Road, in East Dallas. Funds for the school were voted in a 1952 bond issue. Terrell R. Harper is the architect. The school board also approved plans for an addition to the new Gabe P. Allen Elementary School, 5220 Nomas, in West Dallas. Cost of the addition is to be \$313,869.

Opens Ad Agency Chet Fowler, long-time baseball figure in the southwest, has opened the B&B Advertising Agency, a firm which will deal in novelty and specialty advertising. The firm will make its headquarters in Dallas.

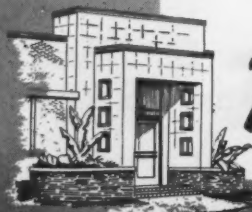
★

Cargill Names Ribelin Co. The Roy A. Ribelin Company has been named local representative of Cargill, Inc., to handle the latter company's vegetable oils.

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Officials Promoted By Titcher-Goettinger

Titcher-Goettinger Company recently announced the promotion of four officials within the company's framework in connection with the formal opening of its enlarged store.

P. J. Venturine, vice president and secretary-treasurer, was named senior vice president of the firm. Mr. Venturine has been a member of the company's board of directors since 1944.

The other three officials promoted are: W. A. Lee, vice president and general merchandise manager for apparel and accessories; Norman Freeman, vice president and general merchandise manager for home appliances and furnishings; and Henry M. Kaufman, vice president and general merchandise manager for the downstairs store.

★

Branch Office Opened. The Motor Transport Revision Bureau of Chicago has opened a branch office at 6615 Snider Plaza with Roland B. Paterson in charge. The firm, a cooperative motor freight bill auditing service, will employ about 20 auditors when in full operation.

★

Branch Heads Named. Key men recently were named by International Harvester Company in the operation of the firm's second Dallas branch opened at 7200 Harry Hines Boulevard. C. D. Montgomery, former national account salesman at the 1890 South Lamar branch, is manager; Roy Toomey, parts foreman; Talbot Garner, shop foreman; and George Green, chief clerk.

★

Starts Second Unit. Construction is now underway on the second of six units to be built on Sovereign Row in the Brook Hollow Industrial District by the Gleaves Construction Company. The building, located at 8015 Sovereign Row, is to be a 14,000-square foot structure designed either for warehousing or manufacturing operations.

★

Dr. Pepper Appoints. Dr. Pepper Company has announced the appointment of three new executives in its fountain division, all of whom will have offices in Dallas. Lyman Kempton has been promoted from assistant manager to manager of the division; and William G. Raunterberg and Charles J. Hinckley, Jr., have been named regional managers.

Expressway's Final Strip Open to Traffic

The last 3.5 miles of the North Central Expressway, starting at Spring Valley Road, has been opened to traffic, marking completion of the highway's 14-mile length from Live Oak Street to within a half mile of the Collin County Line.

Plans are currently underway to extend the Expressway through to McKinney following procurement of the right of way. Completion of the road to that point is expected within two to four years.

★

Sanger's Fashion Floor. Sanger's downtown store recently marked another step in its long-range remodeling and expansion program with the opening of its new third floor devoted entirely to women's fashions. Measuring 35,000 square feet, the remodeled floor was designed by Raymond Loewy Associates. Wall panel designs throughout the floor were done by Perry Nichols, well-known Dallas artist.

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KEY PUNCH SECTION.

Coca-Cola Data Is Machine Tabulated

THE sales manager of the Coca-Cola Bottling Company needed a monthly sales report on each of their many thousands of customers. This would cover 13 items including the name, type of customer, number of cases used, etc. The time and cost of manually compiling this report was out of the question.

Someone suggested Tabulating Service of Dallas, who have a complete line of I.B.M. equipment for machine tabulated

statistics. Mr. J. A. Carpenter designed a system to fit the requirements for Coca-Cola and the report is finished on time every month. It requires approximately 60 man hours plus mechanical tabulation.

If you compile statistics, mechanical tabulation can assist you. Let Mr. J. A. Carpenter of Tabulating Service of Dallas analyze your problem, at no obligation. Call Riverside 1409 or write to 710 N. St. Paul. (Adv)

**Investment Firms Join
N. Y. Stock Exchange**

Rauscher, Pierce & Company and Schneider, Bernet & Hickman, Inc., have been admitted to the New York Stock Exchange, thereby becoming the second and third Dallas investment firms to become members. Dallas Rupe & Son had been the first Dallas company to join the Exchange.

★

T. JACK FOSTER and T. JACK FOSTER, JR. recently were elected to membership on the Board of Directors of the Security Standard Life Insurance Company, Dallas. Mr. Foster, Jr., also was elected a vice president of the company by the directors.

★

WILLIAM E. CUNNINGHAM, JR., for the last six years associated with a local advertising agency, has been appointed advertising assistant of Southland Life Insurance Company. In his new capacity, Mr. Cunningham will assist John L. Briggs, vice president and director of public relations, in advertising, public relations and sales promotional activities.

★

WILLIAM R. ADAMS has assumed his new duties as head of the Dallas sales office of Reeves Brothers, Inc. of New York City, with offices in the Texas Bank & Trust Bldg. Mr. Adams' territory includes Texas, Louisiana, Oklahoma and Arkansas.

★

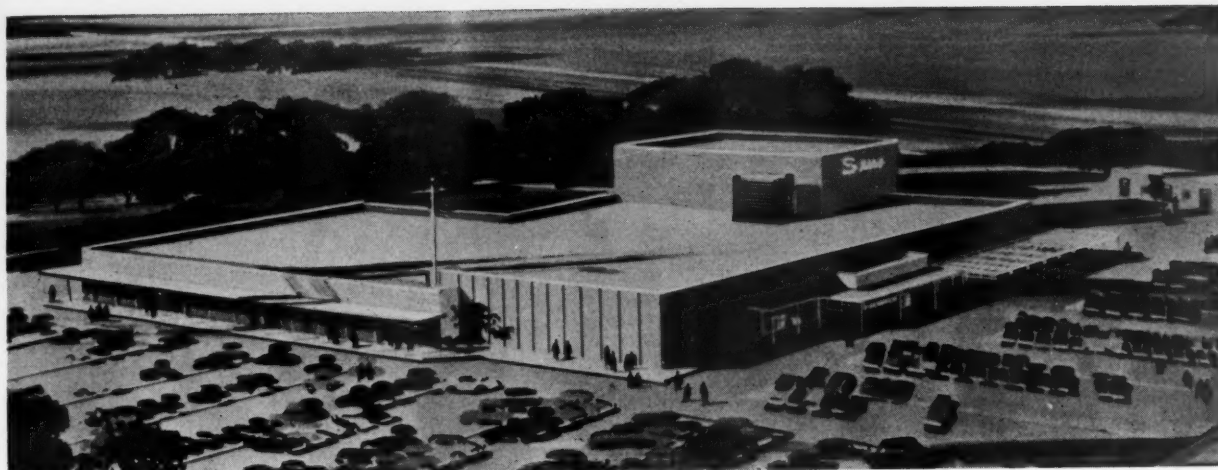
ROBERT F. TEMPLE, former assistant director of finance for the City of Dallas, has been appointed manager of the municipal bond department of Southwestern Securities Company. Mr. Temple will be in charge of municipal bond operations of the firm's branch offices in Midland, Odessa, Monahans and Lufkin.

★

W. D. HOUP, formerly a field sales manager, has been appointed sales manager of the Willard Storage Battery Company's Southwestern region. In his new position, Mr. Houpt is in charge of all sales activities for the company in Texas, portions of Louisiana, Oklahoma, Arkansas, New Mexico and Arizona.

★

J. E. STAFFORD of Dallas has been appointed Texas sales representative for Temco, Inc., of Nashville, Tenn., manufacturers of heating and cooling equipment.



Sears' Arlington-Grand Prairie Store Underway

Above is an artist's conception of the new Sears, Roebuck and Co.'s Arlington-Grand Prairie store now being built at East Abrams and Perry Streets, Arlington. The new store, for which George Dahl Co., of Dallas, and John Stokes Redden, of Sears, are the architects, will be of unusual design in that

it presents a complete department store with all departments located on one floor. Scheduled for completion this autumn, the store is to be locally managed and staffed with personnel from the Arlington-Grand Prairie area. Parking facilities for 680 cars will be provided.

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Barr, John A., Co.
Barrett, Arthur E. W.
Basham Insurance Agency
Bateman Insurance Agency
Beachum, John H., & Son
Beavers, Joe, Insurance
Bettes Ins. Agcy. of Dallas
Binford Insurance Agency
Blanton, Thomas & Co.
Bolans and Bolans
Bonar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
Brilling, Abe I.
Bryan, J. H., & Co.
Burke, John L., Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agency
Chamberlain, George E.
Cochran & Houseman
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stalley
Crocker, R. H., & Co.
Crow, C. W., & Co.
Crum, Lee, Ins. Agency

Cullum, J. D., Co.
Coker, M. L., Ins. & Loans
Crossman, G. W., Agency
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Fogarty, Wm. H., & Co.
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Haddall, J. C.
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huthines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency

Holland, W. M., Agency
Holt, J. Frank, Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Keith, Kenneth G.
Kilgough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindale, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins.
Agency
McElvye, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxon-Mahoney-Turner
Mendenhall, J. S., Ins.
Agency

Merritt Insurance Agency
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.
Moore, Harry R., Agency
Morrison & Reid Agency
Moser Company
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill),
Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Raines, A. C., Ins. Agency
Reilly, Wm., Agency
Reinhardt, I., & Sons
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rucker, T. M., & Co.
Scheid, Max, Agency
Seay & Hall

Shaw & Hornberger
Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agcy.
Slay & Co.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agent
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins.
Agency
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill, Jack
Waldman Bros. Ins. Agcy.
Wallace, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins.
Agency
Whitman, Joe, Ins. Agency
Wilson-Welch Co.
Williams, W. Nicholas
Wimberly, Werth, Agency
Works, George W.
Wright Insurance Agency
Wynnewood Ins. Agency

The Seal that Guarantees DEPENDABLE, ETHICAL INSURANCE SERVICE

Another MARKLE Sparkler -



Obviously not MARKLE steel!

MARKLE is the mark of

QUALITY

clear across the Southwest

Let our WAREHOUSE stock it for you.

Markle Steel Company's 34 years of experience in supplying quality steel products assures you of a steady, well-balanced steel supply. Call on Markle; count on Markle.

PIONEERS IN STEEL WAREHOUSING FOR THE SOUTHWEST

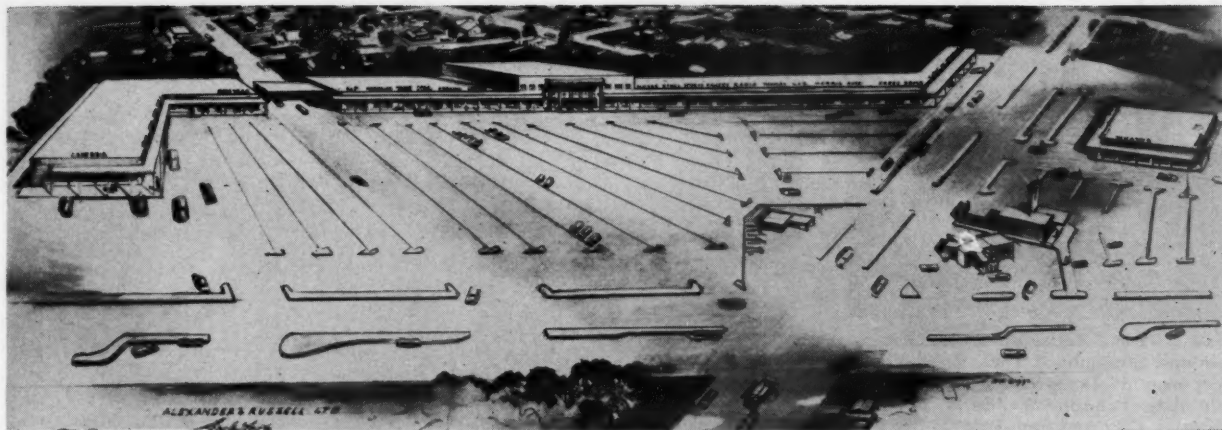
MARKLE

STEEL CO.

1709 DELANO STREET

Blackstone 6611

HOUSTON, TEXAS



Insurance Company Buys Shopping Center

The \$2,500,000 Casa View Hills Shopping Center has been acquired by the Lone Star Life Insurance Company for its home office property and general headquarters. The center, located on Gus Thomasson and Ferguson Roads in the north-

east section of Dallas, is virtually completed except for final finishing on the two-story office building which will house the insurance company. W. H. Smith, president of the company, said the property was purchased from Clark and Smith, General Contractors.

New Tips Firms. Tips Company has organized two subsidiary companies for handling sales and building, it has been announced by Charles R. Tips and David Tips, partners. The new firms are Tips Company, Inc., a sales organization, and Tips Construction Company, builders.

District Headquarters Here. Am-Art Corporation of Texas, a subsidiary of American Art Metal Company of Atlanta, has established new district headquarters in the Brook Hollow Industrial District, at 8005 Sovereign Row. Harry Neal is district manager.

Trice Contract Opens. Trice Contract Carpets & Furniture, Inc., has opened for business under the management of Winslow R. Taylor. Formerly Trice Commercial Carpets, the firm now deals in furniture, drapes and accessories in addition to carpets.

Metal Fabricators for the Trade...



- Metal Stamping
- Shearing and Forming
- Press Brake Work
- Complete Engineering & Tooling Facilities

CUSTOM MANUFACTURING COMPANY

HUnter 5173

5501 SOUTH LAMAR ST.

DALLAS, TEXAS

Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



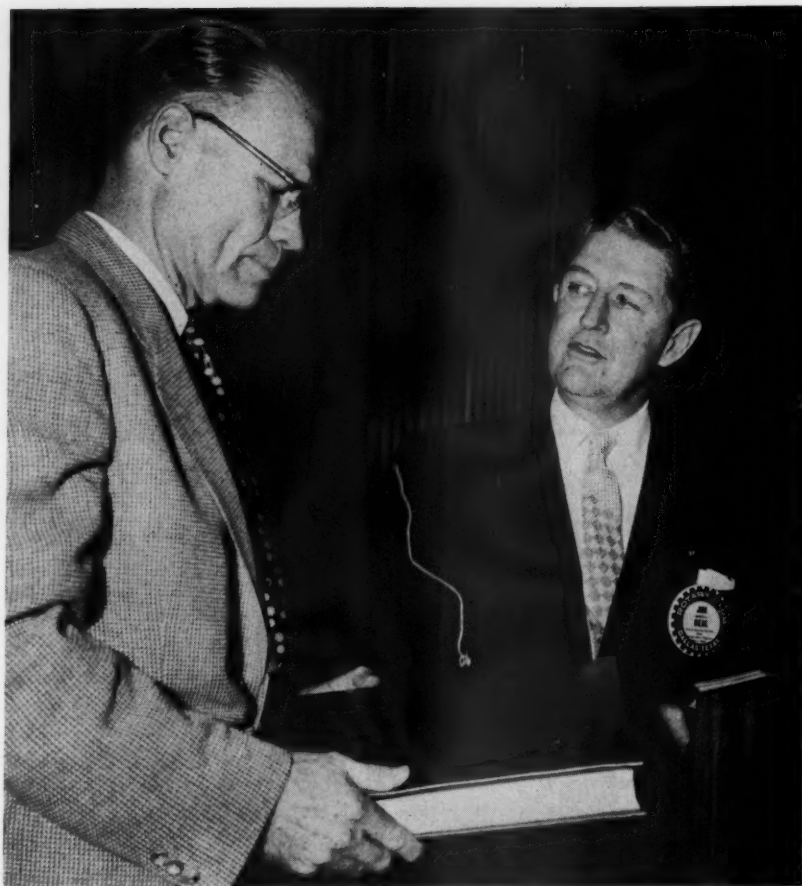
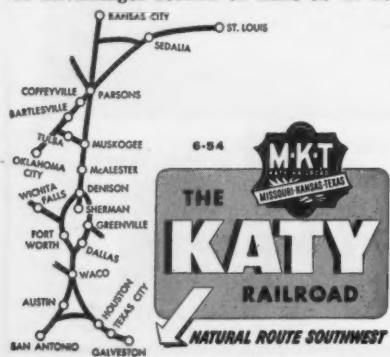
for freight—fast and dependable via the famous Katy Komet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L.C.L. Freight merchandise service.



for industrial expansion—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Rotary Club Marks 50th Birthday

Trent C. Root (left), president of the Rotary Club of Dallas, is shown as he accepts an engraved, commemorative book containing the names of contributors to the Dallas Rotary Club Foundation from James L. Neal, chairman of the club's golden anniversary committee. The book will become a part of the club's official records. The presentation highlighted the club's celebration of Rotary's 50th birthday. The Dallas Rotary Club was begun on April 20, 1911, and—chronologically speaking—is 39th on the list following the original club, which was organized in Chicago in 1905.

New Stevens School Opens. Stevens Park School, the third new elementary unit to open in Dallas since January 31, opened its doors to some 650 students last month on its completion at a cost of \$510,727—the lowest cost for an elementary school since the end of the Korean War. Renamed last year from La Reunion, the new school has a capacity of from 900 to 1,000 students, according to W. T. White, superintendent.


Farmers' Market Going Up. A new \$152,000 addition to the Dallas Municipal Market at St. Louis and Pearl, will be completed soon. The structure will be the third shed available for farmers marketing their produce and its 80 stalls will bring to 201 the number available at the municipal market.

★

Railroads Move to Temporary Quarters. The passenger offices of the Missouri-Kansas-Texas, the Frisco and the Rock Island railroads have been moved to temporary joint quarters in the Hotel Adolphus pending completion of a new building at the corner of Commerce and Field. On completion, the lines will move back to the latter location, where they have maintained offices since 1914.

Wins Ad Award. Home Furniture Company's advertising department recently won an honorable mention award at the Western Retail Home Furnishings Advertising Exhibit held in San Francisco. Miss Johnnie Marie Jackson is advertising manager of the firm.

★



Our 47th Annual **report**

During 1954, the most successful year in the company's history, your Southland Life Insurance Company received over \$205,000,000 in new business making a total of over \$916,000,000 of insurance in force.

The full measure of this growth can be gauged with the realization that in the past five years, Southland Life has more than doubled its insurance in force.

The assets of the company now exceed \$170,000,000. This vast sum is invested in mortgage loans on homes, farms and industry . . . in stocks, bonds and other high grade securities. Your Southland Life Insurance Company continues to meet its objectives in service to people by taking

THE FORWARD VIEW

of progress and confidence in the future.

Premium dollars invested with Southland Life work for the betterment of all in the nation by providing family security through insurance and income for over 1500 employees and field representatives . . . and, by making available funds for our country's development and greater happiness.

A report, showing detailed financial statements and distribution of invested funds is being sent to policyowners, agents and stockholders of Southland Life. This report will be sent to others on request.

ASSETS OVER \$170,000,000

Insurance in Force Over \$916,000,000

Paid to Policyowners and Beneficiaries

Over \$120,000,000

55 BRANCH OFFICES

Southland
Life Insurance Serving Since 1908 **Company**

Home Office Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

DALLAS • MARCH, 1955

33

Nicholson Heads New Industrial Council

Luther B. Nicholson, vice president of the Varo Manufacturing Company, has been named first chairman of the newly-formed Garland Industrial Council.

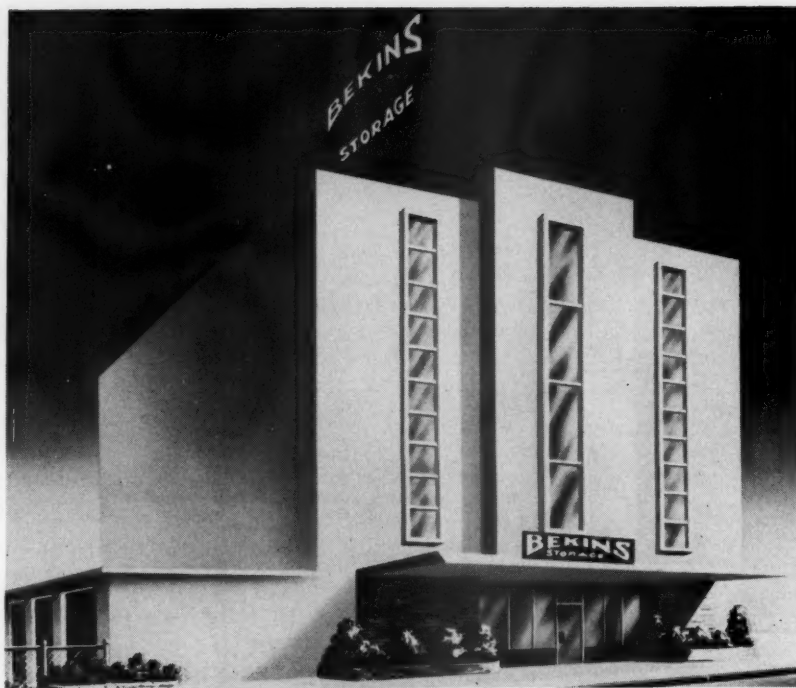
The purpose of the Council, according to Mr. Nicholson, is three-fold: to further co-operation and co-ordination among Garland industries; to further public relations among industry, businessmen and residents of the community; and to provide an opportunity for the various executives to become better acquainted.

The first meeting was attended by representatives of the following Garland firms: DeSoto Paint & Varnish Company; Craddock Foods; Emsco D-B Manufacturing Company; Intercontinental Manufacturing Company; Kraft Foods, Inc.; Oil Well Supply division of U. S. Steel Company; Rebuilders, Inc.; Resistol Hats, Inc.; Temco Aircraft Corporation, Garland plant; Shaw & Estes and Varo Manufacturing Company.

★

Company Buys Ken Wallace, Inc.

The Straus-Frank Company, one of the nation's largest distributing organizations, has acquired the assets of Ken Wallace, Inc., of Dallas, distributor and contractor for Worthington Air Conditioning. While a new office building and warehouse is being built on a 24-acre site in the Brook Hollow Industrial District, the business will be conducted at the Wallace firm's 4803 Lemmon Avenue address. Carl L. Hutchings will be general manager of the North Texas branch; Lou Walton will be the firm's engineering, construction and service supervisor. Mr. Wallace will be actively associated with the company's operation.

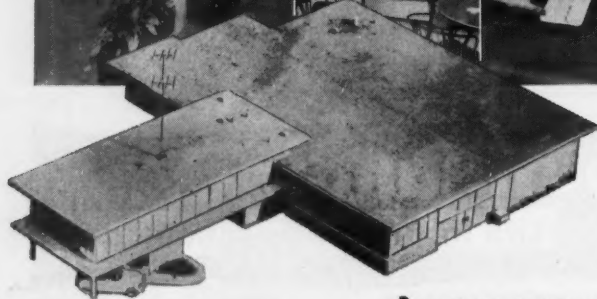


New Bekins Terminal Ready Soon

Completion of the new 6-story furniture storage and van terminal being built for Bekins Van & Storage Company is expected about June 1, according to F. C. Whelan, the company's general manager for Texas. The new building at 5342 Mockingbird Lane will cost an estimated \$500,000 and will contain 600,000 cubic feet of space. O'Rourke Construction Company is the builder.

Apartment Project Underway. Cen-Tex Construction Company has begun construction of Shady Terrace Apartments, a group of five East Dallas apartment buildings that will contain 76 units. The two-story buildings are to extend four blocks between Lindsley and East Grand, opposite Tenison Park. Completion is scheduled for about mid-June.

New Shoe Store Opens. Robert F. Adkins, for five years in charge of the shoe department of one of Oak Cliff's largest specialty stores, has opened a new store — Stanley's Shoes — at 218 West Jefferson. Mr. Adkins' assistant is Marguerite Golden, who has been associated with him for two and a half years at the former location.



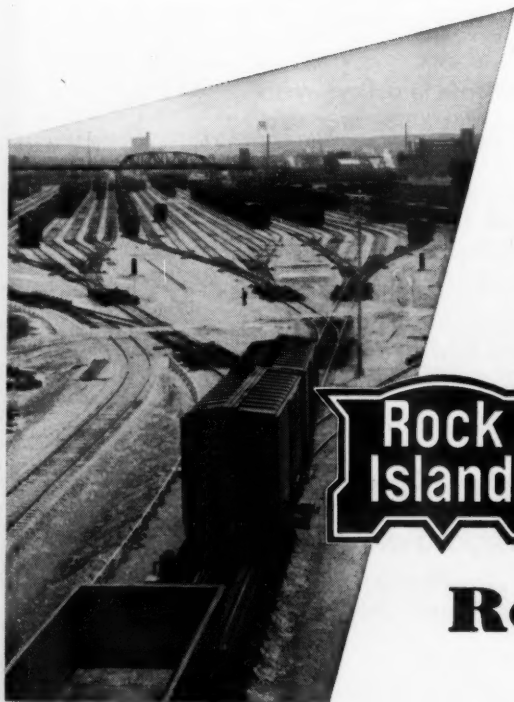
RI-5882
INDUSTRIAL BLVD. & TURTLE CREEK

Serving Industry and Its Employees

FROM 7:00 A.M. TO 6:00 P.M.

INDUSTRIAL NATIONAL BANK OF DALLAS

61 word message to shippers



Rock Island Lines freight service may be likened to a machine whose component parts function smoothly and efficiently. Among other things, these "parts" include diesel power, modern freight cars, smooth ballasted roadbed, modern yard facilities, conveniently timed schedules. And watching over this smooth-functioning machine is a well trained, efficient freight personnel . . . which is your assurance of a most satisfying service.

See your Rock Island representative for up-to-the-minute freight information, or address . . .

L. R. RAGOT, Ass't Gen'l Freight Agent
Rock Island Lines, Corner of Commerce and Field Streets
Phone: RAndolph 4164
Dallas 2, Texas

Rock Island Lines



IN
1954

See your
Great
Southerner
when he calls

TO THE PEOPLE OF THE
GREAT SOUTHWEST
THE TWO WORDS

"GREAT SOUTHERN"

HAVE COME TO MEAN TRUSTWORTHY
LIFE INSURANCE PROTECTION

HIGHLIGHTS OF OUR 46TH ANNUAL REPORT

- We added \$125,600,377 of new life insurance

Total insurance in force is
\$715,009,884



- We issued 26,940 new policies

Total policies now in force —
251,506



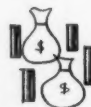
- We paid to policyowners and beneficiaries during 1954 —
\$7,625,368

Total paid to date to policyowners
and beneficiaries since organiza-
tion — \$137,674,748



- We increased funds held for the account of policyowners and beneficiaries — \$7,832,239

Total funds held for the account of
policyowners and beneficiaries —
\$134,501,231



GREAT SOUTHERN
Life Insurance Company

Founded 1909

Home Office • Houston, Texas

New City Directory Gives Many Interesting Facts

The 1955 Dallas City Directory, recently delivered to subscribers and available to the general public, shows an increase of approximately 13,000 names of Dallasites over 20 years of age when compared with the previous edition.

Published by the John F. Worley Company, 3510 McKinney, the new Directory lists a total of 327,088 names, according to Larry Wolf, district manager for the company.

Data contained in the book includes: a householders' guide, heads of households, telephone numbers, the names and locations of all streets, lists of professional men and business firms, and various other Dallas statistics. The publisher maintains a directory library at its offices, including directories from other cities.

★

Open Interior Design Store. The Texas Contract Company, a firm dealing in furniture, draperies, carpeting and complete interior design service for hotels, tourist courts and offices, has opened for business at 3022 McKinney. Proprietors of the new company are Paul M. Toomey and Kenneth Eubank.

★

New Women's Shop. Thornton's, a new specialty shop for women and featuring brand-name merchandise for all ages, has been opened at 3109 Oak Lawn. Formerly known as Grace Dean's, the store has been completely re-styled and redecorated. Mrs. Earl B. Thornton, 4155 Prescott, is the new owner.



Employment Group Wins Award

The Southwest Employment Board was honored recently with an award from the National Employment Board for being the first group to obtain a State Governor's designation of a "Private Employment Service Week," which this year ran from March 6 through March 12. Shown above, H. Nestor DuVall of Dallas (left), second vice president of the Southwest group, and Dorman Gleaves (right), president of the Employment Board of Dallas, thank Governor Allan Shivers for making the honor possible.

Bus Lines Reorganize. Continental Bus System and Continental Dixie Lines have announced consolidation of their traffic departments and the establishment of a general sales department. L. G. Simon, former traffic manager of Continental Bus System, has been named general sales manager for the two companies. L. B. Strayhorn, Continental Dixie traffic manager, is traffic manager for the combined firms under the new arrangement.

Plan New Store. Field Drug Co. has announced plans to remodel the present two-story building at 1008-1010 Elm into a completely modern drug store, with construction to begin on or about April 1. The property, with a 50-ft. frontage and a depth of 100 feet, has been leased from M. E. Moses and the Sanger estate, with Dan Meyer, of Larry Klindworth & Company representing both the lessor and the lessee.

THE HOUSE THAT SERVICE BUILT

OUR SPECIALTIES:

- ★ MACHINE TOOLS — WELDING EQUIPMENT
- ★ WOODWORKING MACHINERY
- ★ AIR COMPRESSORS — PORTABLE ELECTRIC TOOLS
- ★ AIR TOOLS — ELECTRIC MOTORS — MILLING CUTTERS — FILES — HACK SAW BLADES
- ★ BAND SAW BLADES — CIRCULAR SAW BLADES — DADO HEADS — MOULDER KNIVES
- ★ PLANER KNIVES — SHAPER STEEL — SAND PAPER — SANDING BELTS
- ★ GRINDING WHEELS — METAL CUTTING BAND SAW BLADES (SIMONDS)
- ★ V-BELTS AND PULLEYS — HAND TOOLS (STANLEY) — INDUSTRIAL SUPPLIES



MACHINERY SALES & SUPPLY CO.

3405 Commerce Street

DALLAS

Phone RI-6701

The KEY MAN on the *Service* TEAM



He Offers You a **Specialized SERVICE**

He is YOUR Salesman — Serviceman who heads a SERVICE TEAM of Underwriters, Safety Engineers, Auditors and Claimsmen. Each member of this team brings specialized training and experience to YOUR Workmen's Compensation needs.

Have this team work for YOU. Find out the advantages of Texas Employers' Net Cost Plan which offers you improved service and SAVES YOU MONEY.

Millions of Dollars saved policyholders by Texas largest writer of Workmen's Compensation.



HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

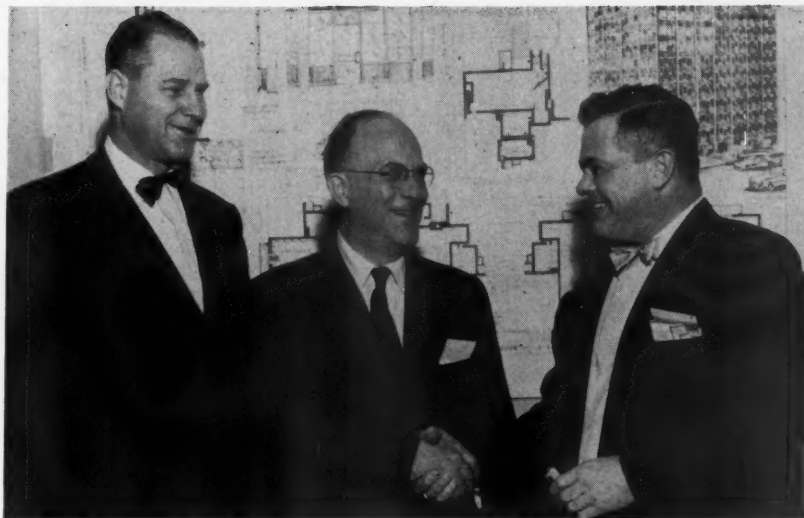
HOME OFFICE • DALLAS, TEXAS

Architect Named to Design Oak Cliff Service Center

Responsibility for the design and construction of the city's new Oak Cliff Service Center — Dallas' fourth — has been awarded to Grayson Gill, local architect, under the terms of a \$16,620 contract. The new center, expected to cost a total of \$340,000, will be located on the south side of Illinois, about 1,500 feet east of Cockrell Hill Road in the southwest part of Oak Cliff.

The Center, the first in the city to include a police substation, will also include district headquarters for the water department, sanitation department, public works, and a garage.

The Oak Cliff unit is part of the million-dollar program for construction of service centers voted by the City Council in 1952.



J. S. Thorn Co. Opens Branch

Robert E. Olson, general sales manager of the J. S. Thorn Company, is shown (right) as he welcomes Jerome Crossman, president of the Dallas Chamber of Commerce, at the company's official open house held at its new 10,000-square foot warehouse. Looking on is Tom Payne (left), Dallas branch manager for Thorn. The company, which deals in both aluminum and steel windows, chose Dallas for its first venture in warehousing because it feels Dallas offers "much greater opportunities than any other city in the Southwest."

New Cafeteria Planned. The Piccadilly Cafeteria chain of Waco, Texas, and Baton Rouge, La., has announced plans for a new \$300,000 cafeteria to be erected at 1501 Commerce. Harry Jansen Construction Company is the contractor; Majors & Majors, realtors, handled the lease.

New Apartments Opened. The new 504-unit Southern Oaks Apartments in the Cedar Crest area southeast of Oak Cliff were opened recently with ceremonies which also marked the opening of the new Southern Oaks Boulevard. The new buildings provide two-bedroom unfurnished apartments. Centex Construction Company is the builder.

Awarded Mapping Contract. Continental Copters, Inc., Dallas helicopter company, has been awarded a five-months' contract by the U.S. Department of Interior to furnish two Bell 47-G helicopters, pilots and mechanics for use in obtaining information for making detailed maps of the Alaska area. Jack V. Vaughn, president of the company, declared the contract is the first of its kind given by the government to a Southwestern company.

Universal Engineering Moves. The Universal Engineering Company, formerly located at 2207 Cedar Springs, has moved to new quarters at 123 Manufacturing Street in the Trinity Industrial District. The firm handles engine and tool engineering for the aircraft and electronics industries and manufacturers precision silk screen equipment. The lease on the new quarters was handled through Tom A. Whitley, of Howell H. and Jack D. Watson, realtors.

for CLUBS • ORGANIZATIONS BUSINESS CONCERNS CHURCHES

A Complete Catering Service

Organizations planning banquets, barbecues, picnics or parties will find the catering service offered by the three Youngblood restaurants in Dallas to be finest in good food, service, and economy. Private dining rooms are available in our restaurants or food can be served in any locations available to an organization. We do the complete job from planning to serving.



IN DALLAS

No. 1 — COLORADO at ZANGS BOULEVARD
YAla 8333

No. 2 — NORTHWEST HIGHWAY at PRESTON ROAD
EMerson 3171

No. 3 — FIRST and GRAND (Fair Park)
Victor 2441

FOR DETAILS CALL ANY OF OUR RESTAURANTS

Southwestern Life **MOVES AHEAD**

Southwestern Life is pleased to report gratifying gains in the Company's business operations in 1954. We invite our policyowners and other business friends to note these signs of progress in the year-end statement of condition and brief summary of results presented here.

IN SIZE

Insurance in Force
Dec. 31, 1954. **\$1,211,600,658**

An increase during the year of \$146,540,725, including \$68,918,500 of group insurance on employees of United States Government.

IN STRENGTH

Assets
Dec. 31, 1954. **\$322,553,099**

An increase during the year of \$26,360,792. These assets accumulated to meet future policy obligations exceed the present value of these obligations and all other liabilities by \$31,209,324.

IN SERVICE

Policy Benefits Paid
in 1954. **\$18,359,140**

An increase of \$3,400,000 over the amount paid in 1953, and a grand total of more than \$199,000,000 paid since the Company was organized in 1903. Here is Southwestern Life insurance at work, helping individuals to achieve life objectives and, in the payment of proceeds now averaging \$1,500,000 per month, adding strength to the economic structure of all communities into which these funds flow.

52nd ANNUAL STATEMENT OF CONDITION

December 31, 1954

ASSETS

United States Government Bonds.....	\$ 43,630,535.20
Texas County and Municipal Bonds.....	23,221,320.60
Public Utility and Corporation Bonds.....	31,700,374.79
First Mortgage Loans on Real Estate.....	151,694,470.63
Collateral Loans.....	4,733,019.71
Home Office Building.....	1,750,000.00
Preferred Stocks.....	10,249,357.43
Bank Stocks.....	3,635,675.77
Other Common Stocks.....	7,025,014.33
Cash.....	8,305,333.10
Loans Against Cash Value of Policies.....	24,248,176.40
Accrued Interest and Miscellaneous Assets.....	1,675,046.43
Net Premiums to Complete Policy Years.....	10,684,774.86

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in the statement.

TOTAL ASSETS **\$322,553,099.25**

LIABILITIES

Policy Reserves.....	\$282,098,661.00
Premiums and Interest Paid in Advance.....	4,275,967.83
Reserve for Taxes and Other Liabilities.....	4,020,108.83
Commissioners' Mandatory Valuation Reserve.....	949,037.00
TOTAL LIABILITIES	\$291,343,774.66
Surplus Funds for Protection of Policyowners	
Reserve for Contingencies:	
For Investment Valuation.....	4,875,955.00
For Interest and Mortality Fluctuations.....	4,583,369.59
Capital Stock.....	5,000,000.00
Surplus.....	16,750,000.00
TOTAL LIABILITIES AND SURPLUS	\$322,553,099.25

New Paid-For Business
in 1954. **\$228,345,382**

Includes \$69,020,786 of group insurance on federal employees. Not including federal group insurance, a new record in the production of new business for the fifth consecutive year.

Funds Newly Invested
in 1954. **\$48,544,358**

Nearly two-thirds of this amount loaned to Texas Real Estate owners for construction or development of homes, farms, ranches, business property, hospitals and churches.

Southwestern Life
INSURANCE COMPANY
Since 1903

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE

Blood Banks Complete Clearing House Chain

With the establishment in Dallas of a blood bank clearing house to provide faster distribution of blood to any part of the Southwest, the Texas Association of Blood Banks completed a chain of five regional clearing houses serving the nation under the parent organization, the American Association of Blood Banks.

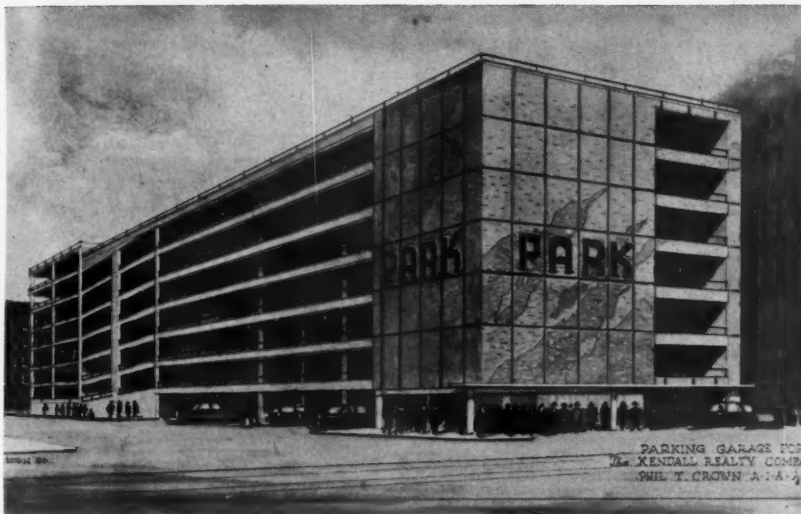
The local unit serves 14 members of the Texas association, providing a larger, more varied blood supply. Located at 725 Doctors Building, it integrates transactions among the various banks, authorizes shipments of blood to cancel indebtedness and maintains an inventory of blood at each member bank.

★

Belo Corporation Promotes. A. H. Belo Corp., publishers of The Dallas Morning News and owners of WFAA and WFAA-TV, have announced the following promotions in top management: James M. Moroney, Sr., from vice president and secretary to senior vice president; R. M. Buchanan, treasurer, to vice president; Joseph A. Lubben, business manager, to vice president; Joe M. Dealey, assistant secretary, to secretary; James M. Moroney, Jr., assistant treasurer, to treasurer; and P. M. Gentry, assistant business manager, to assistant treasurer.

★

New Hudson Dealer. Reif Motors, 222 E. Irving Blvd., has been appointed as a new suburban outlet for the entire line of cars of the Hudson Division of American Motors Corp. H. W. Reifschneider heads the new dealership, which provides complete authorized sales and service for the line.



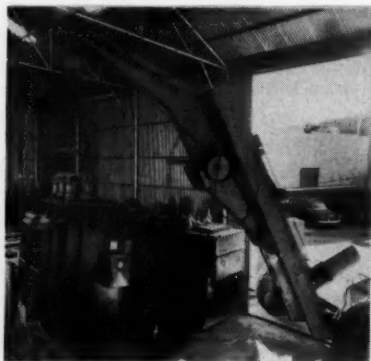
New Downtown Parking Garage Due June 1

An eight-story parking garage now being built by The Kendall Corp. at Commerce, Kendall and Jackson is expected to open for business by June 1. It will have facilities for accommodating 300 cars. Being built at an estimated cost of \$350,000, the garage will run from Commerce to Jackson, at Kendall, adjacent to the Federal Office Building. Architects for the building are Phil Crown and Associates. James Stewart Co. is general contractor.

New Factory. The new Dallas factory of the Synkoloid Company of Los Angeles, now being built at 1745 Record Crossing Road, is expected to be completed in mid-April and in full-scale operation by May 1. A. H. Golladay, branch manager for the company, will be in charge, assisted by Foy English. The new building will have 18,000 square feet of space. Of steel and masonry construction, the \$60,000 plant will be served by both rail trackage and truck docks. Central Construction Company is the builder.

New Suburban Store. Work on a new E. M. Kahn & Company suburban store in Inwood Village is now underway following ground-breaking ceremonies attended by F. M. Wiggins, president of the Inwood Merchants Association, and store officials. The new store, which is to be ready for occupancy in October, will contain 21,000 square feet of floor space. J. M. McCamman is the architect, with J. Lawrence Jones the general contractor. Adleta Show Case and Fixture Company is furnishing the fixtures.

NO MATTER HOW BIG...STORE IT AT TEXAS DELIVERY WAREHOUSE



- 40,000 square feet of space.
- Top-notch warehouse and yard storage facilities.
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- Forty trucks available for redistribution.



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COOL
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your requirements,
and submit a quot-
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Heads Printers Group

Jim Nichols is the recently elected president of the Dallas Printing Salesmen's Association. Other officers are: Arthur Shannon, vice president; and James Van Huss, Jr., secretary-treasurer.

★

WALLACE B. REW, with 40 years of service with Magnolia Petroleum Company — including 32 years in Dallas — has retired from the company. At the time of his retirement, Mr. Rew was special advisor to Guy L. Tate, vice president in charge of marketing, and manager of the company's Aviation Department. Mr. Rew's father, W. W. Rew, had also been a long-time employee of Magnolia, having worked with the company and its predecessor organizations for more than 50 years before his retirement in 1932. Both men are members of Magnolia's Dallas Ex Club.

★

M. L. McDONALD, administrative services officer of the City Health Department, is the newly-elected president of the Texas Public Health Association. Other Dallas city and county public health workers chosen at the group's annual convention include: B. G. LOVELESS, H. E. DRUMRIGHT, C. K. FOSTER, JEFF L. LEWIS, ANNIE MAE LEWIS, H. C. WILLIAMS, MARGARET TOUHEY and MARJORIE SPENCER.

★

THOMAS L. NORTON has been appointed superintendent of all tooling fabrication for Temco Aircraft Corporation. Formerly associated with North American Aviation and Fairchild Aircraft, Mr. Norton was at one time active in hospital affairs in Dallas and elsewhere, serving as administrator of Dallas' Parkland Hospital and president of the Dallas Hospital Council.

MEN of DISTINCTION

DALLAS STYLE

THESE are the men who build our city—developers, architects, contractors, and builders. In supplying commercial and residential construction at a pace to match our city's rapid growth, they have had an important role in making Dallas the great city it is today.

Since 1939, these men have found a close partner in T. J. Bettes Company. As one of the nation's leading mortgagees, we have provided them with the financial backing needed to change blueprints into buildings.

Every new home, every new office building, every new industrial plant in the Dallas area is a monument to Dallas' builders, who have earned the tribute, "Men of distinction."

T. J. BETTES COMPANY

and BETTES INSURANCE AGENCY of DALLAS
212 North Field Street



Joins Agency

Gene Thompson, formerly associated with a Dallas radio station and a radio sales representative, has joined the staff of Don L. Baxter, Inc., advertising agency, as manager of its Radio and Television Department. Mr. Thompson will work with Roy P. Cookston, vice president in charge of radio and TV, and Anita Porter, continuity writer, in expanding the agency's radio and television operations.

★

JOSEPH A. HARPER, native of Ennis, has been assigned as manager of the new Statler Hilton Hotel, now under construction in Dallas. Mr. Harper, manager of the Jefferson Hotel in St. Louis, Missouri, for the past four years, has directed a rehabilitation program there costing about \$2,500,000. He previously was resident manager of the Conrad Hilton in Chicago, Illinois. He joined Hilton in New Orleans, Louisiana, shortly after graduation from U.C.L.A. in 1931.

★

JOHN A. STEEL has been elected president of Southwest General Insurance Company. Mr. Steel, who joined Southwest General in mid-1951, was formerly associated with the Home Indemnity Company in Texas and Oklahoma, with headquarters in Dallas, and with Mitchell, Gartner & Thompson Agency in Fort Worth. Other promotions include: WALTER L. BAER, vice president and secretary; R. F. HANKINS, assistant vice president and secretary; BEN L. CULWELL, secretary.

★

MRS. DALE MILLER, wife of the Washington, D. C., representative of the Dallas Chamber of Commerce, has been elected president of the Texas State Society of Washington.

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to You!*



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Subcontract Saves Jobs For 300 at Chance Vought

Award of a multi-million dollar subcontract to Chance Vought Aircraft, Inc., has been credited with providing jobs for 300 employees previously slated to be laid off by the company's Dallas plant.

By the terms of the subcontract, the company is to produce a large number of aft-fuselage sections for the Air Force F-100 jet fighter airplane being built by North American Aviation, Inc. Delivery of the units is scheduled to begin in July, according to F. O. Detweiler, president of the firm.

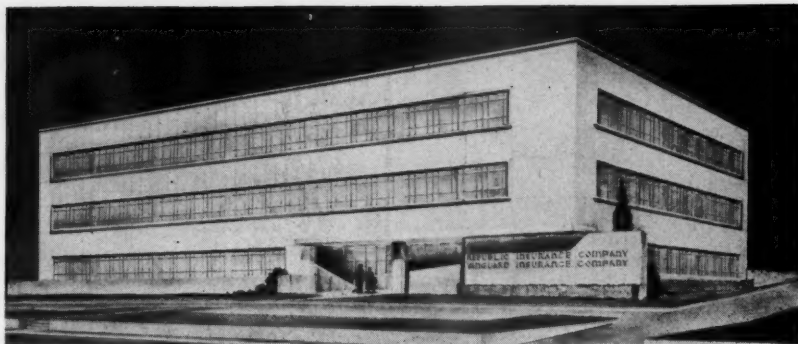
Chance Vought also produces the F7U-3 Cutlass twin-jet and the Regulus guided missile.

★

YMCA Plans New Units. Organizational plans for the establishment of three new YMCA groups are now underway in the Dallas area, with a total charter membership of 2,250 as the goal. Ben F. Tisinger heads the drive for a White Rock group; Estes Chancellor is chairman of the East Dallas group; and Anson Brundage leads the Grand Prairie drive.

★

Training Program for 7-Eleven. The 7-Eleven food store at Ferguson Rd. and Gus Thomasson Dr. in the Casa View section has been designated the northern division training store of the group, and as such is the focal point of the food store chain's new, intensified personnel training program. Robert E. Bailey and Charles Clinton, veteran Dallas employees, are in charge of the program for this area.



Work Starts on New Insurance Building

With completion slated for early 1956, work has begun on construction of the new three-story office building which is to house the offices of the Republic Insurance Company and the Vanguard Insurance Company. To stand on Turtle Creek Boulevard between Fairmount and Gillespie, the \$1,285,000 home office building will provide three times the space of the firms' present building at 3415 Cedar Springs. Roscoe DeWitt is the architect, and Robert E. McKee, the general contractor.

New Store Planned. E. M. Kahn & Co. has recently broken ground for a new store in Inwood Plaza. The suburban store is expected to be ready for occupancy in October. Architect for the Kahn store is J. N. McCammon; J. Lawrence Jones is the general contractor, and Adleta Show Case and Fixture Co. is furnishing the fixtures.

★

Medical Arts Garage Opens. The Medical Arts Parking Building, a 15-story, \$600,000 garage with a capacity of 500 cars and facilities to permit a daily turnover of more than 1,500 cars, recently opened at the corner of Live Oak and Harwood. The Cary-Schneider Investment Company are owners of the new garage.

New Apartment Units Opened. The Vernon and James Smith Company has opened the first group of rental apartment units in the Oak Crest Apartments in the 1100 block of Corinth. Seventy-five of the proposed 332 units have been completed with completion of the remainder scheduled for April.

★

Engineering Firm Moves. Capitol Engineering Corporation, consulting engineers for the Sam Houston Turnpike Corporation's Dallas to San Antonio toll-road, has moved from its former location to offices in the Jefferson Towers Building, 324 West Jefferson, Oak Cliff. M. L. O'Neale is in charge of the local operation.

SERVING BUSINESS and INDUSTRY

FELIX HARRIS & CO.
Insurance

212 NORTH FIELD STREET, AT PACIFIC
PR-8228

FELIX HARRIS

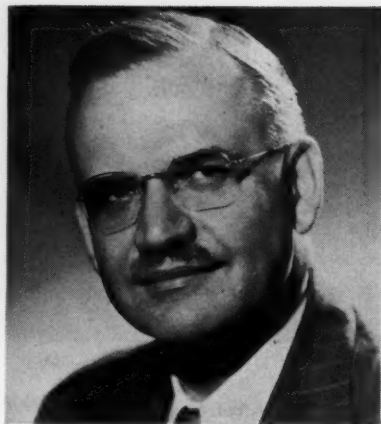
BEN HARRIS

BILL CARTER

REX HARRIS

NED HARRIS





Dr. Mengert Gets Award

Dr. William F. Mengert has been awarded the seventh annual Marchman Award for outstanding contribution to medical science. The presentation was made at the 24th annual spring conference of the Dallas Southern Clinical Society. Dr. Mengert is professor of obstetrics and gynecology and head of the department at the University of Texas Southwestern Medical School.

Melton Buys Interstate. Melton Printing Company, 2930 Commerce, has bought the name, equipment, records and plates of the Interstate Printing Company, 701 South Ervay. The announcement was made by Blanton Burford, former owner of Interstate, who announced his retirement from active business life at the same time. Interstate's key personnel and most of its equipment will be integrated with the Melton operation at the South Ervay Street address.

Water Terminal Plants to be Built.

Work is expected to be started soon on water terminal plants at Dallas and Garland. Contracts for the plants have been awarded to the United Construction Company of Dallas for a low bid of \$245,869. The plants are the first two being built by the North Texas Water District.

Levine's Opens New Store. A new store in the Airlawn Shopping Center has been opened by Levine's. In moving the store from another location Levine's doubled its size and added three new departments.

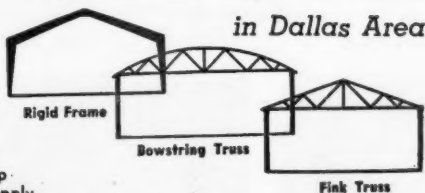
Porcelain Company Moves. Southern Porcelain Company, Inc., has moved from its old headquarters in the Merchandise Mart to new offices and warehouse facilities at 1523 Dragon Street in the Trinity Industrial District. R. G. Terry is manager of the new headquarters. The firm manufactures flat-rimmed porcelain enameled sinks and lavatories at its plant in McGregor.

Williams-Logue Opens. Williams-Logue Carpet Sales and Service, offering a complete carpet maintenance service including binding, retufting, repairing, moth proofing and cleaning, has opened for business at 344 Hillside Village. Partners in the firm are C. H. Williams and Spain A. Logue.

Permacel Tape Moves. The Dallas division office and warehouse of the Permacel Tape Corporation of New Brunswick, N.J., manufacturers of industrial tape, has been moved to larger quarters at 9000 Denton Drive.

Representative METALLIC Installations

- ★ Auto Convoy Company
- ★ Braswell Motor Freight lines in Dallas, Houston, Fort Worth, San Antonio
- ★ Hyde Trailer Sales
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COMPANIES GROW when their advertising gets NEW LIFE from specialists who are thinkers, workers and tireless seekers after ways to sell more goods. Send on letterhead for FREE booklet, "How Do Small Firms Get Big?"

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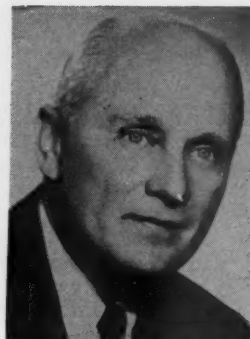
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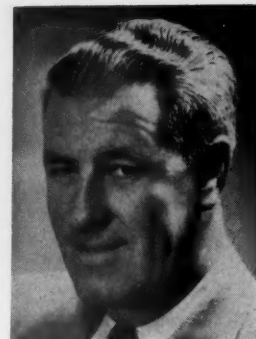
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(Continued from Page 15)

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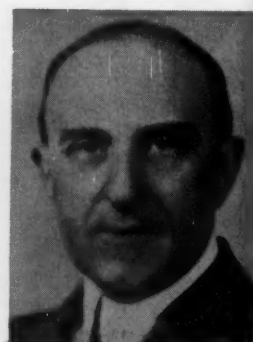
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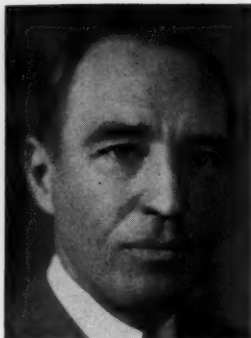
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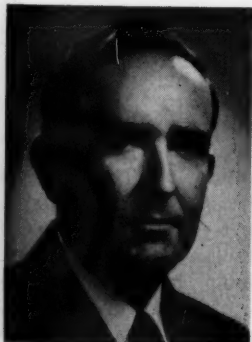
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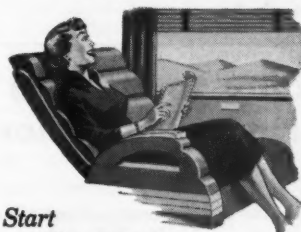
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A. B. "BOB" ELLINGTON

SEYMOUR KURTZ

JOE POPE

AL POPEL

R. EMMET PRYOR

MICKY SHANKMAN

L. C. WALKER

Home Exchange Group Formed. The Home Owners Exchange Corporation, an organization formed to serve builders and real estate brokers with a clearing house for the resale of used residences valued up to \$15,000, has been established at 4520 North Central Expressway. Officers of the group are: Lyn E. Davis, president; Alton Miller, vice president; and Mrs. Maebelle Boyd, secretary-treasurer. Directors include: A. L. Greer, Winfield Oldham, H. B. Peterman, Charles P. Storey, and J. M. Tuttle, Jr.

Plan New Shoe Store. The Cannon Shoe Company of Baltimore will open a family-type shoe store at 1300 Elm, at Field, following completion of alterations to be made to the building which is now occupied by Field's Drugstore. The drugstore will move to larger quarters at 1008-10 Elm.

Buys Old Publication. The Petroleum Engineer Publishing Company, Dallas, has bought the 96-year-old American Gas Journal. Acquisition of the Journal provides the publishing house with full editorial coverage of petroleum operations, from the exploration shot hole to the over burner.

Young Men Going Places

Arthur Kramer

By Robert Carl

YOU might say Arthur L. Kramer, Jr., is a *young man going places* who has already arrived!

Only 33 years old, this engaging department store executive has assumed positions of recognition that make him one of the best known personalities in a city traditionally blessed with leadership.

From a modest office on the 6th floor of A. Harris & Company, Arthur Kramer is in concert with the many obligations, decisions and responsibilities that naturally come with being president of a multi-million dollar firm now employing over 1,000 people.

"It's fascinating business," the genial but serene store executive will tell you while tapping the bowl of his college-styled pipe; cupping it in his hand, poised for the next puff.

"Retailing has all the creative fervor, dramatic impact and showmanship that belies the greatest stage productions," he intently adds.

The analogy is well-founded for at one time, "Art" Kramer was seriously considering the theater as his career.

The would-be playwright studied theater direction at the University of Texas; later coming to Dallas in 1942 and directing the first non-professional production of "Detective Story," the much talked-about Broadway offering by Sidney Kinsley. He was warmly encouraged in his early ventures; but as all men have to choose, Arthur Kramer had to make a final decision concerning his life's work.

It is not an unknown fact that the late Arthur L. Kramer, Sr., was an outstanding merchant, having served A. Harris & Company as its president from 1913 to 1950. However, Arthur, Jr., made his own decision, independent of family influence, to "join the ranks in association with some very fine people." He simply felt that his talents as a potential director were not



ARTHUR KRAMER

expansive enough on which to build a lifetime career.

In the fall of 1944, therefore, a handsome but quiet-mannered young man unintrusively began his employment in one of the smaller departments of A. Harris & Company.

For several years, Art Kramer was on the payroll as a regular store trainee, going from department to department and acquiring a first-hand education of the challenging retail business. In 1948 he was named assistant to the president where his executive prowess began to exert itself.

When the president of the store passed away two years later, the Board of Directors of A. Harris & Co. elected Arthur Kramer, Jr., to succeed his famous father. Then only 28 years of age, Arthur, Jr., became the youngest department store president in the United States.

A year later, things began to happen. Sales jumped 12 percent as compared to a 5 percent average increase for all department stores in the nation. Soon more than twice as much merchandise was sold per square foot of selling space than was credited as the national average. This record, incidentally, holds true still today.

Three things probably account for the success of Arthur Kramer's management of one of Dallas' largest stores: (1) a natural fondness and enthusiasm for all phases of his work, (2) innate ability and

the wise judgment of placing other young people in positions of responsibility, and (3) wide participation in civic affairs. This last factor is perhaps long-range, but Arthur remembers well the advice of his father who maintained that by helping Dallas to grow in the most beneficial way, everybody benefits.

Today, Arthur L. Kramer, Jr., is the youngest member of Dallas' City Council in all of its civic history. This kudos holds true of his more altruistic responsibilities such as being president of the Dallas Grand Opera Association, and as business chairman of the executive committee for Theater '55. He is also a past director of the Dallas Chamber of Commerce, secretary-treasurer of the Dallas Department Store Association, and a member of the Variety Club, to name but a few.

Testifying in recognition of his great public service are two awards which were presented to him last year by the Junior Chamber of Commerce. He was first cited as the recipient of the Dallas Jaycee's Distinguished Service Award for 1954, and later acclaimed by the Texas Jaycees as one of the "Five Outstanding Young Texans" for that same year.

Arthur, who is in a strategic observatory position, predicts an even more brilliant future for Dallas, citing that "as long as people give their best, they will be well-supported."

3%

Current Dividends

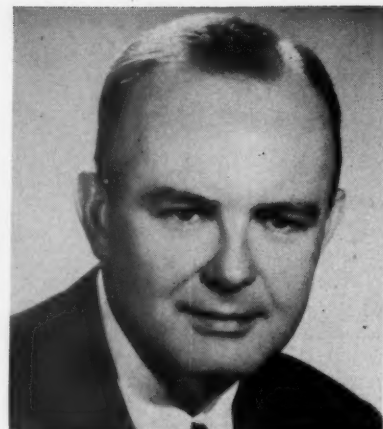
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Forms New Firm

Harry Reed, president, has announced the formation of Reed & Sloan Company, investment brokers, with offices in the Adolphus Towers. Mr. Reed, until recently with Dallas Rupe & Son as vice president and trading department manager, has been active in the general brokerage field for over 25 years. Directors of the new firm include: Joe Spiritas, vice president; Archie Sloan, secretary-treasurer; and Attorney Sam Passman.

★

J. E. FLEMISTER has been named president and active head of the Hunt Grocery Company, with which his family has been associated for 45 years. Affairs of the store will be supervised by a three-man board of directors consisting of Mr. Flemister, Ira G. Corn, Jr., and Eugene M. Locke.

★

CARTER P. SCHRIEBER, representative of the Coast Manufacturing and Supply Company, has established a sales office at the Manufacturers' Interchange, Dallas. The company has recently opened a new plant at Seguin, Texas, for the manufacture of glass fabrics.

★

RAYMOND C. BLAYLOCK, chief engineer, has been placed in charge of all engineering operations of Chance Vought Aircraft, Inc. Associated with the firm since 1949, Mr. Blaylock's duties will include engineering management.

★

ROBERT L. STONE, sales manager of Dr. Pepper Company's fountain division since 1953, has been promoted to assistant general manager of the concern. Mr. Stone's responsibilities will include supervision of all the company's general marketing activities.

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Walter Rhoades Promoted

Walter P. Rhoades has been named general manager of DeSoto Paint & Varnish Company, Garland. Mr. Rhoades, who comes here from California, has had wide experience in research, development and production in the paint and resin fields.

★

TOM HIGH, formerly Georgia state manager for the Union Bankers Life Insurance Company, has been appointed assistant agency director of the company.

★

WRAY KIRBY, for more than 20 years connected with Ford dealerships in Dallas as well as other cities, has returned to the city as sales manager of Horn-Williams Motor Company, local Ford dealer.

★

R. H. BUCHHEIT has been promoted to manager of credits and accounting of the Gulf States region of Sherwin-Williams Company. Mr. Buchheit, formerly assistant to the manager of the company's office here, has been located in Dallas since 1946.

★

OTIS K. CLICK has joined the staff of B. J. O'Rear & Company, real estate, where he will specialize in residential properties.

★

VINCENT D. KAVANAUGH, who has had 19 years experience in the air conditioning field, was recently appointed sales manager of the Chaney Air Conditioning Company, 2404 Main Street.

★

AMOS DONICA has been promoted to sales manager of Rogersnap Business Forms. He joined the firm in 1948.

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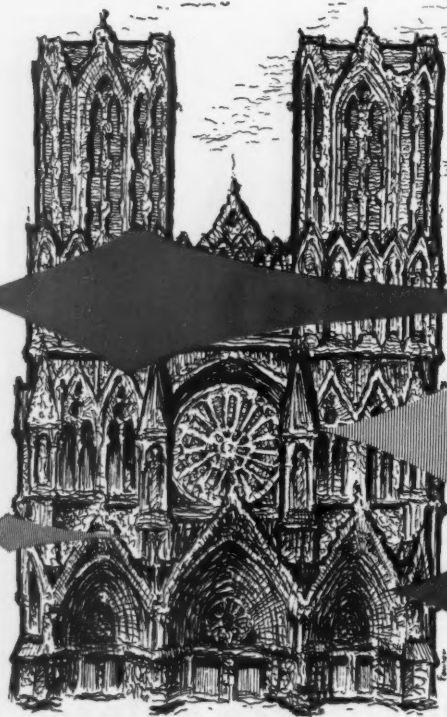
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In the middle of the 13th century the French began building their great cathedral at Reims. As time went by the project became exasperating. Stones and metal pieces had to be cut to fit—exactly. This was done by hand and there were many calculations by eye that didn't quite meet the work by hand. Waste was so great, work so slow, and cost so high, that 79 years later, before the spires were completed, the French stopped work. Today the French, with McCormick's gas-cutting service, quick delivery and vast stocks of both carbon and alloy steel—plates, bars, beams, you name it—would have had their cathedral at Reims finished in the time it takes to say Jacques Robinsonne. How's your job going? Are you finished yet?



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New Vice President

W. C. Bridge, a native of Dallas, has been named vice president and agency director of Texas Empire Life and Accident Insurance Co. A graduate of the Life Insurance Agency Management School at College Station, Texas, Mr. Bridge is a member of the Insurance Club of Dallas, the Association of Life Underwriters, and the General Agents and Managers Club of Dallas.

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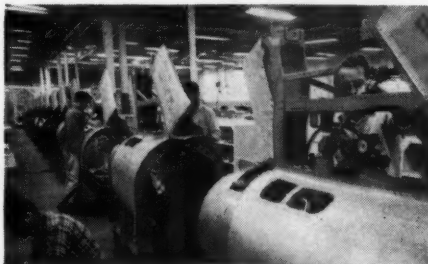
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REPUBLIC'S F-84 "THUNDER TWINS" — TWO MORE VITAL MILITARY AIRCRAFT WITH MAJOR COMPONENTS by TEMCO

These twins complement each other ideally. Thunderflash, the photo reconnaissance twin in the foreground, locates the targets. Thunderstreak, the A-bomb carrying fighter-bomber, smashes same. Designated RF-84F and F-84F, these combat twins are two of the Air Force's most versatile planes. In addition to their regular missions, the Thunderflash has a special assignment. It has been equipped to be carried kangaroo fashion in the belly of a B-36 and launched or retrieved in the air. Thus, fighter speed over the target is coupled with bomber range — a formidable combination. Republic keeps production schedules smooth on these planes by subcontracting several assemblies, including rear fuselage sections of both, to TEMCO. Work on these vital planes is reinforcing TEMCO's well established reputation for producing a quality product, on schedule, at one of the lowest costs in the industry.



Thunderstreak
and Thunderflash
rear fuselage
sections nearing
completion on
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New Mail Order Chief

J. R. Johns has been named general manager of the Sears-Roebuck and Co. Dallas mail order plant. Mr. Johns' appointment came after nearly 28 years of service with the firm, where he began as a mail order correspondent.

★

JAY DUBOSE and JOHNNY JOHNSON are recent additions to the staff of the Crook Advertising Agency. Mr. Dubose previously was advertising manager of the Odessa American; Mr. Johnson formerly was associated with another Dallas agency.

★

HENRY BRENT, who joined Roger-snap Business Forms Company three years ago as sales engineer, has been elected executive vice president and general manager of the company.

★

D. D. REDMAN and JAMES FOY have been named resident vice president and Dallas district sales manager, respectively, of Texas Employers' Insurance Association and Employers Casualty Company.

★

WILLIAM E. CHILDRESS has been named manager of the Dallas replacement tire sales district of the B. F. Goodrich Tire & Equipment division. He joined the company in 1937.

★

J. R. FLEISHMAN, formerly of Tyler, has been named buyer and manager of women's shoes at the W. A. Green Co. Mr. Fleishman is a graduate of the University of Houston, where he majored in business management.



Sidney Pietzsch Promoted

Sidney G. Pietzsch, formerly of radio station WFAA and various Texas newspapers, has been promoted to vice president of Witherspoon & Ridings, Dallas and Fort Worth public relations firm. Mr. Pietzsch joined the agency last March as senior account executive in the Dallas office.

★

J. CAL COURTNEY, WILLIAM S. LEWIS and WILLIAM B. FORREST, JR., all of Dallas, have been named members of the board of the Continental Sulphur and Phosphate Corporation of Dallas.

★

WALTER WIGGINTON has joined the sales and investment counseling staff of William J. Garrett & Company, investment securities, in the Dallas office.

★

GEORGE H. THOMPSON, former Washington, D. C., news photographer, has joined the staff of Squire Haskins, Dallas commercial and portrait photographer with studios at 2014½ Commerce.

★

JAMES D. WALKER, formerly a vice president of the I.T.&T. Corporation of New York, has been named field sales representative for the RCA room air-conditioning department for the Southwest. Mr. Walker will maintain his headquarters in Dallas.

★

JOHN D. STEWART of Dallas, nominated by Eversharp, Inc., as its outstanding salesman for the year, was honored with the distinguished salesman's award of the Sales Executives Club of New York recently.

DALLAS • MARCH, 1955

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Lida Mae Flurry

By Jim Stephenson

AS secretary to Earl Cliff, division manager of Safeway Stores, Inc., Lida Mae Flurry totes a full basket of management's vast responsibility.

Mr. Cliff is boss of 108 stores and 2,300 Safeway employees in Texas.

"And we're in the midst of the most terrific expansion program I've seen since I started to work for Safeway in 1943," Mrs. Flurry says with pride and enthusiasm.

She called attention to Safeway's big new distribution center, under construction in Garland — 14 acres under a single roof — as proof that there's nothing static about Safeway.

And fortunately for Mr. Cliff, there is nothing static about vibrant Lida Flurry, either.

Mrs. Flurry not only is interested in doing a good job for her boss; she also has a keen sense of responsibility to her profession.

It was for this reason, of course, that Lida was appointed general chairman for the Dallas observance April 23-30 of National Secretaries Week.

And it is for the same reason that she is wholeheartedly behind an 8-week refresher course for secretaries, conducted at Southern Methodist University. The classes, held by Mrs. Virginia Long and Prof. Roland Porth, are aimed at preparing the secretaries for an examination by the Institute for Certifying Secretaries. Dean of the Institute, sponsored by the National Secretaries Association — including NSA's Big D Chapter — is Dr. Ruth Anderson of North Texas State College at Denton.

So far, there are only a few — five or six — Certified Professional Secretaries in Dallas. Mrs. Flurry is not one of them, but she intends to be, and to see that many other secretaries in Dallas take the work necessary for the coveted CPS designation.



LIDA MAE FLURRY

The Secretaries Week assignment was handed to Lida by the Big D Chapter of NSA. The chapter is headed by Mrs. Mildred Brandt, secretary to Attorney R. L. (Bob) Clark. Lida is a past treasurer of the chapter and was publicity chairman of the 1953 Secretaries Week in Dallas.

"Our goal is for 250 secretaries to attend this year," Mrs. Flurry said. Then, in efficient and helpful fashion, she typed off the following paragraph:

"The purpose of the special week is to make the secretarial career attractive to high school and college graduates; to encourage practicing secretaries to equip themselves as administrative assistants to their employers by participation in educational programs; to urge management's co-operation in elevating the professional standards of secretaries."

She added, "We'll have a 'Workshop for Today's Secretary' in the Hotel Adolphus Ballroom on April 23. Its theme will be 'Rights for Successful Secretaries.'"

Four of these "rights," she said, are "Think Right," "Work Right," "Learn Right," and "Look Right."

Attention to these rights undoubtedly has had much to do with the success of tall, brown-eyed Lida Flurry, one of the 11 children of Mrs. Jessie Dean of Waco and the late Dr. J. J. Dean.

Born in Waco, Lida attended Waco High, then Baylor University. From Baylor she transferred to Texas Tech at Lubbock and majored in business administration.

Her first job was one of responsibility — in the office of S. H. Kress in Waco, handling the payroll, among other things.

Good jobs followed with the R. T. Dennis Furniture Company and with Texas Life Insurance in Waco before Lida came to Dallas in 1943 as a secretary in the buying office of Safeway.

This job — involving everything from soup to nuts — she handled so capably that in 1945 she was promoted to her present post.

Meanwhile, her husband Homer, a soft-spoken Mississippian, built up a successful dry-cleaning business in Dallas. They were married in Waco June 17, 1939.

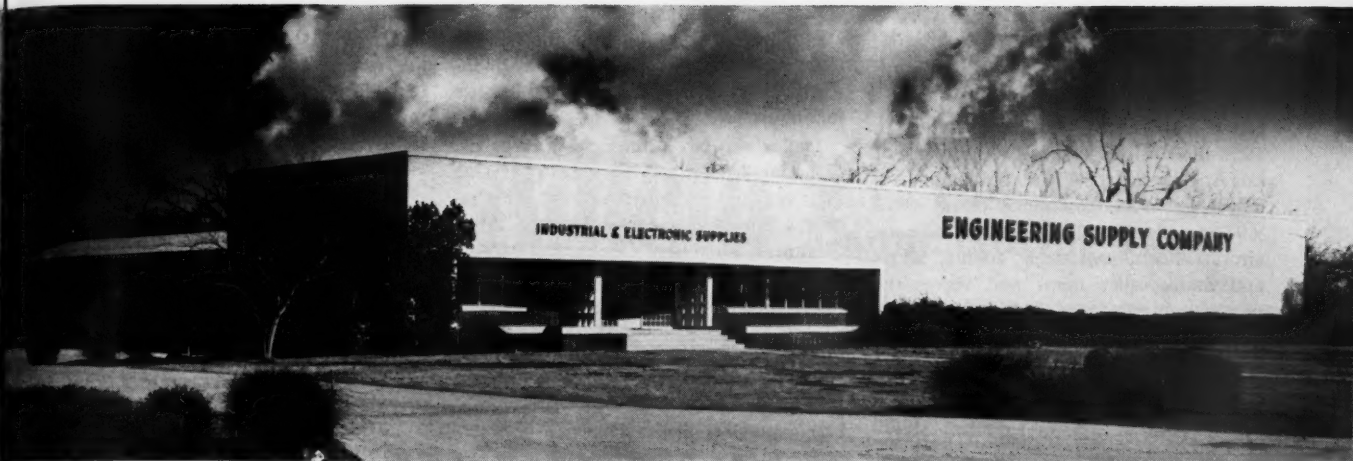
And a year and a half ago, the Flurrys built their own dream house at 6408 Prestoncrest Lane — an unusual blend of convenience, livability and beauty.

The Flurrys have no children of their own, but Lida's big family of brothers and sisters — William, Jerry, J. J., Carrie, Monnie, Dorothy, Helen, Lena, Anna Bell and Margaret — has provided her with plenty of nieces and nephews to love, and to make little robes for at Christmastime.

The kids are frequent visitors, and subjects of color slides that Mrs. Flurry produces with her camera.

They also contribute, occasionally, to her collection of spoons, now numbering almost 60.

One of her favorites in the collection — the gift of a little niece — is a dime store plastic spoon with gay decorations glued on, up and down the handle.



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Service and Supply

(Continued from Page 11)

two bays 250 feet long. Its services include slitting, roller levelling, shearing, power hack sawing and torch cutting. In 1950 the Earl M. Jorgensen Company of Los Angeles opened a \$750,000 steel warehouse on West Commerce Street. This 9.91 acre plant handles sheets, plates, bars, aircraft steels, tool steels, tubing, alloys and many other items and serves the northern part of the Dallas Southwest. These organizations and others serving the metals industry are much more than warehouses. They are equipped with precision equipment for cutting, and processing a wide variety of metals. The growing list of specialized firms in various supply phases of the metals industry take up three complete pages of the Dallas Telephone Directory and includes the names of such firms as Markle Steel, McCormick Steel Corporation, Kelley Manufacturing Company, Metal Goods Corporation and many others.

In addition to industrial suppliers and service organizations primarily serving the metals industry, Dallas has a growing list of specialized organizations that serve various segments of industry. The McMath-Axilrod Corporation are pioneers in developing and manufacturing machinery for use by the sign industry. Their combination brake and punch presses and letter roll machines are used by major sign companies from coast to coast. The Rowe Machinery & Manufacturing Company cuts gears that are shipped into the heart of industrial New England.

The Joe S. Truitt Company has built up one of the largest organizations in the South in the field of export packing. Business comes into this firm from all parts of the Southwest. Older firms like the Duecker Industrial Supply Corporation specialize in motor rewinding and service and supply on hose and belting. The Industrial Adhesive Company provides special industrial adhesive service to a wide

variety of manufacturers in the Southwest. Organizations like the Jones-Blair Paint provide service and research facilities in producing special paints and finishes for industry.

Dallas also has a long and growing list of national firms serving industry having their regional headquarters here. This includes firms like General Electric, Allis-Chalmers, Link Belt, Continental Motors and many others. Some have been here many years, many account for expansion in Dallas' newer industrial districts. Industrial service and supply is another

steadily expanding segment in Dallas' industrial and business diversification that ties back to Dallas' basic advantage in strategic location, transportation and communications—another basic factor in Dallas' dynamic economy.

★

BOB TRIPP, of Dallas, was elected vice president for professional chapters by members of the Texas Sigma Delta Chi professional journalism fraternity. George Haddaway, also of Dallas, was elected councillor for the group.

THE MAY — 1955

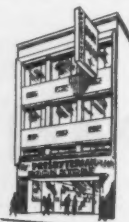
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Builder Asks Speed-Up On 3-City Water Pipeline

Pelphrey-Basham, chief contractors for construction of a 48-inch steel-lined concrete pipeline to carry Dallas water to the towns of Irving and Grand Prairie, have called for night-and-day operations on the job to enable its completion by May 15. Under the terms of the contract, the builder faces penalties for every day required for completion after that date.

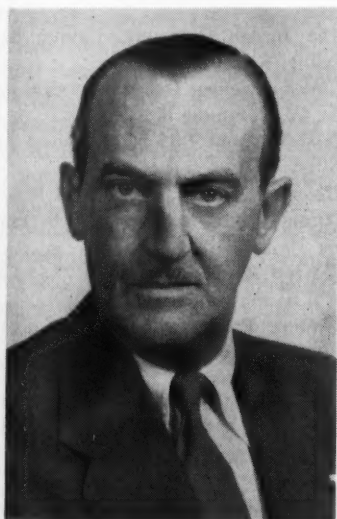
R. L. Gibson, of Whittle Construction Company, a subcontractor, said that the stepped-up operation calls for digging ditches at night and laying pipe by day.

★

Open Dallas Branch. The Harry Alter Company of Chicago, wholesale distributors of refrigeration parts, is to open a Dallas headquarters and warehouse at 122 Parkhouse in the Trinity Industrial District on or about April 1. Joseph Holub, an employee of the firm since 1934, has been named manager.

★

New Decorating Firm. William Parker McFadden Associates, Inc., a new commercial interior design company, has been formed here, with offices at 7805 Greenway Boulevard. Mr. McFadden is associated with William Heerwagen and Jack Heilhecker in the new enterprise.



JAS. K. WILSON invites you to meet Mr. Sy Payne, who has recently returned to Jas. K. Wilson and has been appointed manager of the First Floor Hat Department. Mr. Payne has over 30 years' experience in the field of men's hats and his experience qualifies him to fit you correctly in the right hat for you. He invites his many friends to drop by to visit him.

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19th Annual Distributors' Issue for April

Industrial distributors, oil field distributors and manufacturers who sell through distributors find this a made-to-order opportunity to advertise their services and products in the 19th ANNUAL DISTRIBUTORS' ISSUE to be published in April.

Advertising space in this issue will go directly before purchasing agents in the oil, utility, aircraft manufacturing and institutional companies throughout Texas.

It is the manufacturer and supply company's opportunity to tell their story of stock and service in the purchasing agents' own magazine—at a time p.a.'s are thinking about sources of supply.

Write for sample copy and advertising rates.

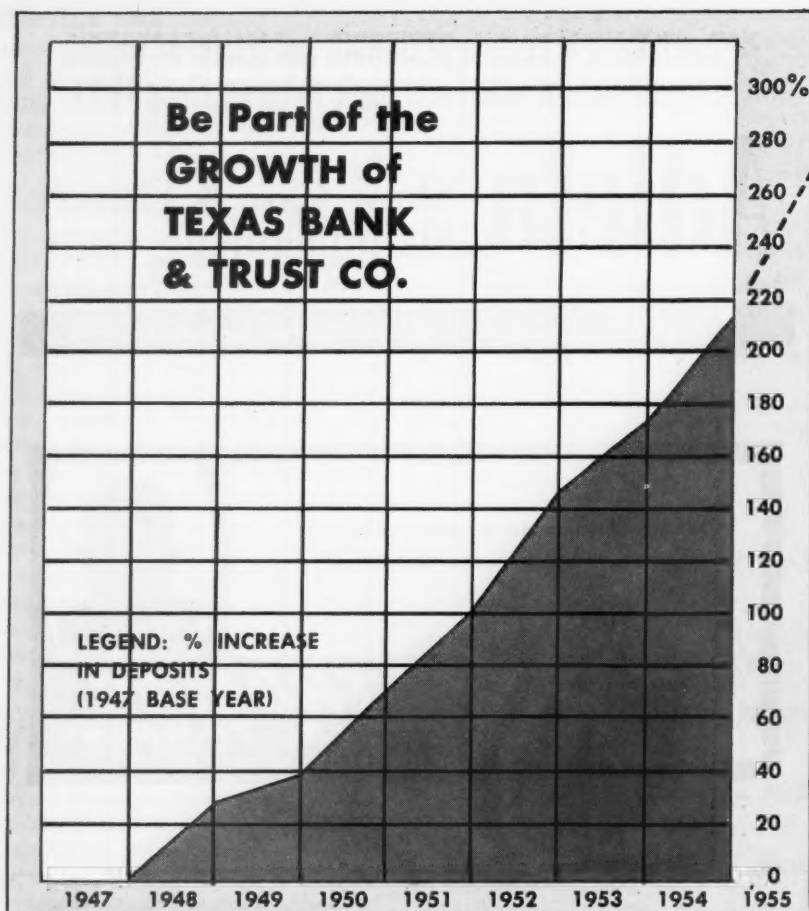
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New Members

(Continued from Page 16)

Golaz Service Station, 2022 Greenville;
C. W. Golaz.

H. S. Austin, 2812 Oak Lawn.

General Insurance Company of America, Davis Bldg.; Kelly Waller.

Dallas Outdoor Sign Company, P. O.
Box 1327; Frank Youree.

C. H. Dragert Company, Inc., P. O.
Box 5092; C. H. Dragert.

National Precision Products Company,
10549 Denton Dr.; E. F. Sostecke.

Marvin J. Wiss, 1710 Jackson, Room
211.

Riley Reproduction Company, 311 N.
Akard; Jack Riley.

William Soltes Investment Company,
610 Main; William Soltes.

Jimmie Smith Associates, 1211 Eldo-
rado; Jimmie Smith.

A & L Upholstery Company, 4704
Greenville; A. C. Morton.

Murdoch's Gulf Service, Box 485, Gar-
land; V. A. Murdoch.

R. L. Bayne Company, 3101 Canton;
J. W. Nash.

Lion Agency, 130 Casa Linda Plaza;
Don Kelley Hill.

Emory Booty Company, 2004 Cedar
Springs; Emory Booty.

Kearney & Son, 2750 Logan; William
Kearney, Mike Kearney, and D. R. Han-
sen.

Briggs & Company, 6700 W. Davis; Joe
Briggs.

The Jordan Company, Empire Bank
Building; Richard P. Jordan.

Chuck's Package Delivery Service, 3203
Ross; W. E. Southern.

Jessie's Cafe, 3005 Hall; Robert Ans-
ley.

George E. Miller, D.O., 5003 Ross.

Hiram Griffin, Realtor, 6115 Berkshire
Lane.

Dayton Rubber Company, 2813 Can-
ton; B. F. Williams.

Feature Product Company of Texas,
2630 Commerce; M. A. Singer.

Andrew DeShong, 5510 Nakoma.

Oak Cliff Paper & Bag Company, 1103
S. Industrial; C. H. Goza.

Woodroe Body & Paint, 4224 Ross; W.
McMichael.

Prevue of Dallas, 2522 Carlisle; Rob-
ert H. Olesky.

The Pulley Bone, 1601 Pacific; Guy T.
Jones.

Mrs. Billie Price, Real Estate, 7834
Lake June Road.

Circle D Foods, Inc., 1528 Slocum; J.
M. Pillow.

Allied Cash Registers, Inc., 3512 Ross;
A. L. Hayes.

Continental Life Insurance Company,
2535 Cedar Springs; Fred R. Rutledge, Jr.

Texas Air Conditioning Contractors,
5608 E. Mockingbird; Ben Matto.

Crawford & Company, 406 Reserve
Loan Life Bldg.; Arthur R. Edmonds.

Sparks-Winslow Clinic, 1711 N. Gar-
rett; Sam R. Sparks, D. O.

James R. Delbridge, 2020 Live Oak.

Otis Rayburn, 8127 Preston Road.

Eades & Eades, 507 Thomas Bldg.,
Eric Eades, Jr.

O'Neal Delivery Service, 2140 N. Har-
wood; Harold E. Gann.

Elliott Addressing Machine Company,
1724 Canton; J. A. Cowan.

Monarch Marking System Company,
6751 Lakefair Circle; G. Dale Butler.

Malone's Paint & Wallpaper Company,
4155 McKinney; E. R. Malone.

**Allied National Life Insurance Com-
pany,** 828 Interurban Bldg.; C. B. Dean.

J. S. Thorn Company, 2020 Farring-
ton; Tom H. Payne, Jr.

Henry Ash, D.V.M., 2719 Inwood Rd.
Texas Collection Association, 912½
Main, Room 4; Enoch A. Sharp.

W. R. Cotter, 1201 Gulf States Bldg.
Southern Insurance Company, 2808
Fairmount; David Godwin and Bruce
Steer.

E. I. DuPont de Nemours, Photo Prod-
ucts Division, 1628 Oak Lawn; Paul H.
Smith.

Oil & Gas Property Management, Inc.,
602 Fidelity Union Life Bldg.; J. A.
Crichton, Mike Harter, and Preston Peak.

First Colonial Investment Corporation,
5838 Live Oak; R. L. Russell and M. H.
Lindeman.

O. K. Rubber Welders Tire Company,
739 Fort Worth Avenue; Jim Lester, Sr.

Victor B. Handal & Bro., Inc., 915
Commerce, Room 305; A. J. Hermann.

Montgomery Chemical Company,
13300 Harry Hines Blvd.; Carl B. Mont-
gomery.

Jack McGaha, 2517 Holmes Street,
Garland.

Revaluation

BRENEMAN-HARTS-
HORN COMPANY

COHEN CANDY
COMPANY

CONTINENTAL OIL
COMPANY

GREAT SOUTHWEST
LIFE INSURANCE
COMPANY

GULF INSURANCE
COMPANY

THE HAL A. GULLEDGE
COMPANY

FELIX HARRIS &
COMPANY

N. E. MITTENTHAL &
SON

MOTOR INVESTMENT
COMPANY

THE SHERWIN-
WILLIAMS COMPANY

SOUTHLAND LIFE
INSURANCE COMPANY

SUPERIOR INSURANCE
COMPANY

TRINITY UNIVERSAL
INSURANCE COMPANY

SELLING THE IDEA THAT SELLING IDEAS BUILD PROSPERITY

Ennelt Printing Co.
1829 Corsicana, RI-3201

The Boyd Printing Co.
401 S. Poydras, RI-4166

Commercial Ptg. & Letter Svc.
1015 N. Hawkins, RA-8168

Eagle Printing Co.
2644 Elm St., RA-6030

The Egan Co.
1006 Ross Ave., PR-6321

Evans Ptg. and Poster Co.
2308 Live Oak, RI-4933

Fine Arts Litho Co.
701 E. 15th, YU-7583

Wm. S. Henson, Inc.
1725 N. St. Paul, RA-6841

Johnston Printing & Adv. Co.
1901 McKinney Ave., ST-2122

Mayo Bros. Printers and Lithogs.
1206 S. Ervay, RI-5441

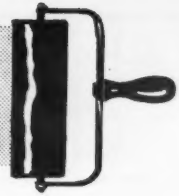
Powell Printing Co.
1608 Wood, RI-9528

Southwest Printing Co., Inc.
917 Camp St., RA-9224

E. J. Storm Printing Co.
2230 San Jacinto, RI-1938

John A. Williams, Printer
1000 Munger, RA-5141

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IDEAS" into your
better designed
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TRINITY UNIVERSAL INSURANCE COMPANY

DALLAS, TEXAS

FINANCIAL STATEMENT

DECEMBER 31, 1954

ASSETS

Cash in Banks	\$ 1,347,491.39
U. S. Government Bonds	5,785,370.90
State, County and Municipal Bonds	7,461,041.58
Miscellaneous Bonds	136,431.41
Stocks (See Note 1)	12,792,884.70
Real Estate	117,003.00
Agents' Balances Receivable	2,242,766.40
Premium Notes Receivable	644,790.91
Accrued Interest	67,496.09
All Other Admitted Assets	187,501.41
Total Admitted Assets	\$30,782,777.79

LIABILITIES

Reserve for Losses and Claims	\$ 1,660,932.00
Special Reserve for Liability Claims	3,797,503.58
Reserve for Unearned Premiums	11,713,208.21
Reserve for Taxes	1,627,234.12
Reserve for Other Liabilities	300,597.81
Reserve for Fluctuations in Securities and other Contingencies	1,000,000.00
All Other Liabilities	83,659.16
Capital (See Note 2)	1,500,000.00
Surplus	9,099,642.91
Total	\$30,782,777.79

POLICYHOLDERS' SURPLUS

(Capital, Surplus and Contingency Reserve)

December 31, 1954 . \$11,599,642.91

December 31, 1953 . \$ 7,875,920.00

NOTE 1—Includes investment of \$1,910,103.21 in stock of Security National Insurance Company, a wholly owned subsidiary.

NOTE 2—The Capital of the Company was increased to \$2,000,000.00 by the transfer of \$500,000.00 from surplus as a result of a 33½% stock dividend approved by stockholders on January 28, 1955.

EDWARD T. HARRISON
Chairman of the Board

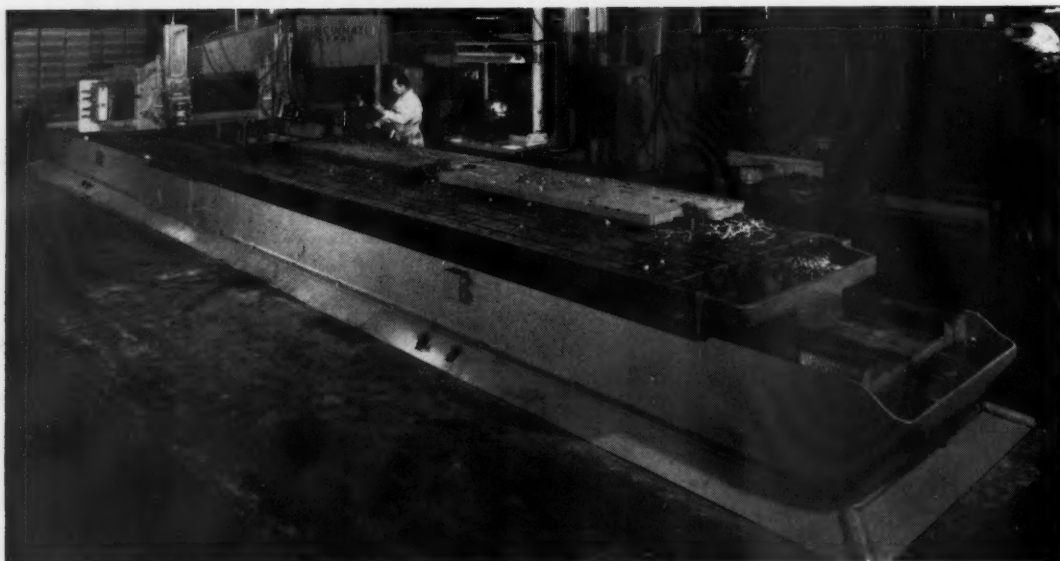


GORDON S. YEARGAN
President

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HArwood 4175 • Dallas, Texas

Sales Office
4215 Groustark Street
JACKSON 6050 • Houston, Texas



Named Gulf States Manager

O. Everett Lennon, Jr., has been appointed Gulf States manager for the Consolidated Diesel Electric Corporation, with offices in the Fidelity Union Life Building. Mr. Lennon, a graduate of Texas A & M with a B.S. degree in mechanical engineering, has had extensive experience in the aircraft industry. His firm manufactures aircraft ground support equipment and farm machinery.

★

BART T. HOLDEN, associated with Southwestern Life Insurance Company for 29 years, has been appointed building consultant of Dallas Federal Savings and Loan Association and manager of that firm's proposed office building to be constructed at Elm and Akard Streets. Mr. Holden is a past president of the Building Owners and Managers Association and the Purchasing Agents Association here.

★

ALGIE K. SHOATE, Southwestern representative for E. W. Axe & Company and Axe Securities Corporation of New York for the past three years, has joined C. N. Burt & Company, investment firm, as corporate manager.

★

F. E. FARLEY has been named to head the newly-organized Motor Fuel Division of Master Tank & Welding of Dallas.

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PHONE RI-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.



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President

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Council Names Hamon

Jake L. Hamon, an independent Dallas operator, has been named to head the National Petroleum Council's recently authorized Committee on Petroleum Imports. Jack Woodward, president of the Texas Independent Producers & Royalty Owners Association, is another Dallasite serving on the committee.

★

JOHN H. MOYER, in recognition of his record as manager of his employer's major California offices, has been promoted to Dallas district manager of Merchant Calculators, Inc. Last year, Mr. Moyer was named a "Merchant Man of the Year" for sales achievement.

★

CLARENCE F. DUNNING has been named controller for Wamix, Inc., ready-mix concrete firm. Mr. Dunning, with 17 years of experience in auditing and accounting, was previously with Dearborn Stove Company as budget director and internal auditor.

★

WILLIAM MADDEN HILL, United States Commissioner and Dallas attorney, has been elected to the board of directors of the Continental Royalty Company, Dallas.



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Semi-Annually*

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CURRENT
DIVIDEND
PER ANNUM
COMPOUNDED SEMI-ANNUALLY

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E. M. Bishop Group Buys Lone Star Boat Company

An investment group headed by E. M. Bishop of Dallas, a former partner and executive head of the firm, has bought controlling interest in the Lone Star Boat Manufacturing Company of Grand Prairie.

★

JAMES B. BIDDLE, CLARA GILLEN and LEE R. KRAFT, all of Dallas, are recently elected members of the National Institute of Real Estate Brokers, an affiliate of the National Association of Real Estate Boards. The purpose of the brokers institute is to "maintain high ethical business standards within the brokerage profession and to expand the scope of home ownership and property purchase."

★

E. F. PLUMLEE, general agent of Atlas Life and Accident Insurance Company of Dallas, has been elected a vice president of the company. Mr. Plumlee, who joined the firm last year, has been associated with its credit life department. He had formerly been sales manager of United Tile Company and secretary of the Whitlock Corporation of Texas.

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INVESTMENT BANKERS

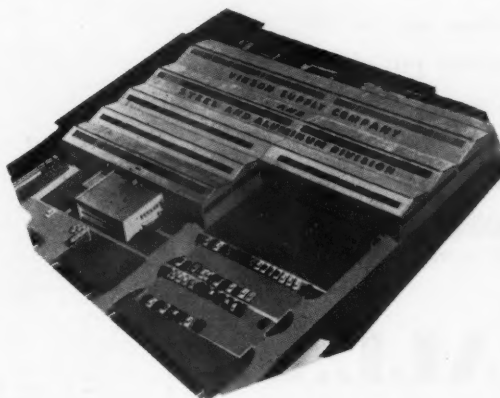


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Advertisers who tie-in with the Dallas Story get prestige as well as results. Ad Men and Ad Managers build prestige for themselves as well as their firms and clients.

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Advertisers who use DALLAS also become part of the amazing Dallas Story — You, too, can get Prestige and Results by using this stand-out publication. Ask your agency — or call us for rates and information.

DALLAS

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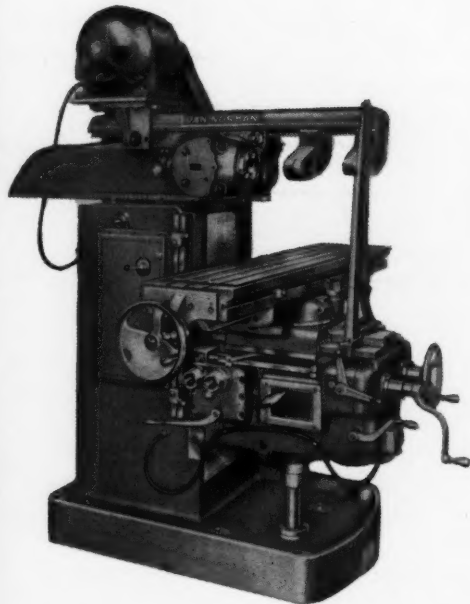
TOM McHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

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Announcing



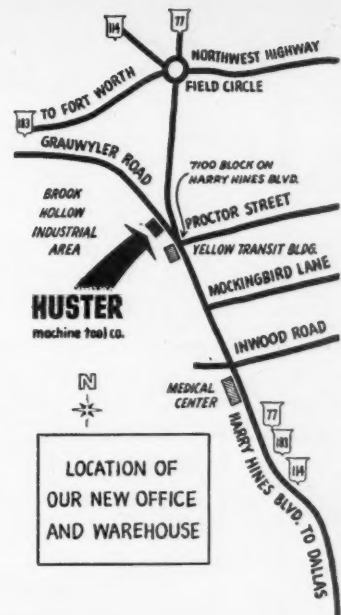
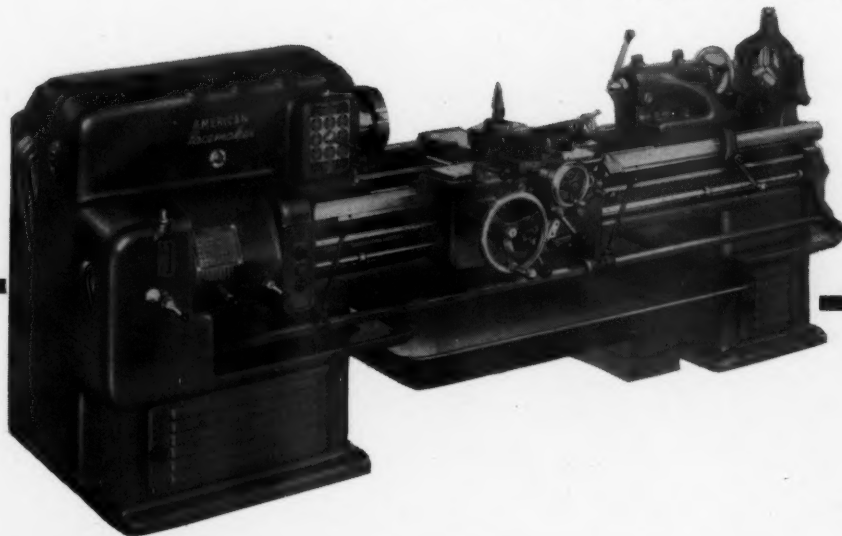
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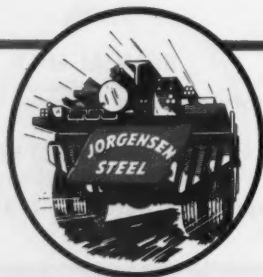
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Wigato 4-2030

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57 Sanger Bros.
In Texas
Opened Dallas Store in 1872

69 The Schoellkopf Company
Manufacturers and
Wholesale Distributors

72 Waples-Platter Company
White Swan Fine Foods

74 Bolanz & Bolanz
Real Estate and Insurance

75 First National Bank in Dallas
Banking

75 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

76 Trezevant & Cochran
Insurance Managers

85 Mosher Steel Company
Structural Reinforcing
and Machinery Repairs

90 William S. Henson, Inc.
Advertising Printing

93 Oriental Laundry and Cleaners
Laundry, Cleaning,
and Fur Storage

93 Sparkman-Brand, Inc. Morticians
Originally, Loudermilk,
Broussard and Miller



VERTICAL accent on industrial construction in the horse and buggy era is reflected in the above photograph. In 1911 the Graham-Brown Shoe Company set up business in Dallas, in a similar building at the Southwest corner of Elm and Market in what was then Dallas' newest and most modern industrial section. Expanding across the street a few years later the firm finally located on the corner of Main and Austin where it remained for many years. This plant occupied five floors and included 50,000 square feet of floor space, but only 100 feet of curb space was partially available on one side of the building for loading and unloading and parking. The present-day accent on horizontal construction and changes in parking needs and transportation are reflected in the fine new plant recently occupied by Graham-Brown in the Trinity Industrial District. Here, all its facilities, 64,000 feet of warehouse space and 12,000 feet of office space are housed on one floor level. Their property includes three acres of ground space with ample space for handling trucks and customer and employee parking. More than a half-million pair of shoes are stocked in its spacious warehouse with plenty of room to spare. Trucks are loaded and unloaded in spacious bays inside the building with no crowding or traffic jams. An overhead conveyor system makes fast stocking and order-filling an easy task. Heading this firm today is one of its original founders, Fred A. Brown, board chairman, and J. E. Tisdale, president.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1900 John Deere Plow Company
Agricultural Implements

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 Republic Insurance Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

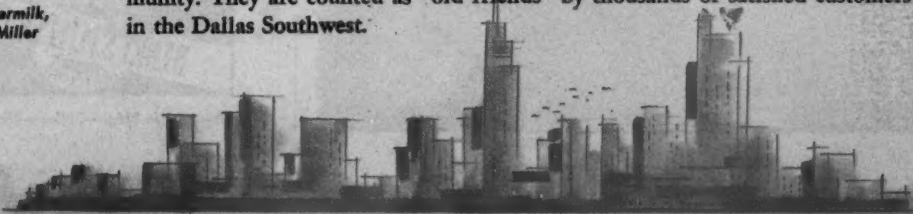
1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1905 Lingo Lumber Company
"There's a
Material Difference"

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders

1907 Tennessee Dairies, Inc.
Foremost Dairy Products

1911 Graham-Brown Shoe Company
Manufacturing
Wholesalers



Steel Problems?



Call Jorgensen First

Behind schedule because of a steel problem? You're bound to get stuck now and then—so why not give Jorgensen a call *before* you're in a bind. The complete facilities at Jorgensen really measure up to any size steel problem...nearby warehouses are fully stocked with carbon, alloy, stainless, tool and specialty steels, plus aluminum sheet, plate, rod, bar and extrusions. Why wait 'til you're caught with an oversized steel problem—**CALL JORGENSEN FIRST!**



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LOS ANGELES
10650 S. Alameda
LOrain 7-1122

FORT WORTH: Dial FORTune 0578 • SAN FRANCISCO: Ask Operator for Enterprise 10942

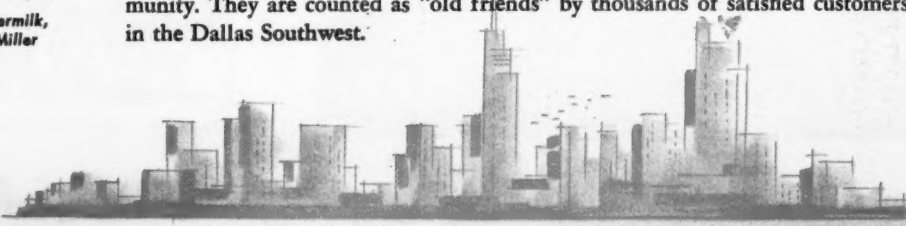
Dallas PIONEERS



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Established

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The Southwest's Foremost Florists, Decorators, Nursery Landscape Service

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Manufacturers of Envelopes and File Folders

1907 Tennessee Dairies, Inc.

Foremost Dairy Products

1911 Graham-Brown Shoe Company

Manufacturing Wholesalers

Established

1872 Sanger Bros. in Texas

Opened Dallas Store in 1872

1899 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1902 Waples-Platter Company

White Swan Fine Foods

1904 Bolanz & Bolanz

Real Estate and Insurance

1905 First National Bank in Dallas

Banking

1905 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation, and Distribution

1906 Trezevant & Cochran

Insurance Managers

1905 Mosher Steel Company

Structural Reinforcing and Machinery Repairs

1900 William S. Henson, Inc.

Advertising Printing

1903 Oriental Laundry and Cleaners

Washing, Laundering, Cleaning, and Fur Storage

1903 Sparkman-Brand, Inc. Morticians

Originally, Loudermilk, Broussard and Miller



Listed and Unlisted
Stocks & Bonds
Municipal Bonds

Bought
Sold
Quoted

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

502 Dallas National Bank Bldg.

TELEPHONE: RI-9021

FORT WORTH, TEXAS

423 Fort Worth National Bank Bldg.

TELETYPE: DL 390

TELEPHONE ED-1248

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President

BETTER



Products

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748 Orange St.
NEW ORLEANS, LA.



Promoted to Vice President

Porter Bywaters has been elected vice president in charge of the Accident and Sickness Department of Employers Casualty Company. Mr. Bywaters first joined the company in 1930 as hospitalization sales representative and has since held several managerial positions. He is a member of the Salesmanship Club of Dallas and a graduate of the University of Texas.

★

Opens Branch Store. Brook Mays Music Company has opened a branch store at 504 West Jefferson, Oak Cliff, with E. M. Bibb as manager. George E. Cowand and William C. Everitt are co-owners of the company.

★

Army Reserve Center. Dallas is to be the site of a new half-million dollar Army Reserve center to be built in South Oak Cliff near Lisbon's Veterans Administration Hospital. The new unit is to be in addition to a \$450,000 Army Reserve Training Center to be erected in North Dallas.

★

New Architectural Firm. Formation of a new architectural partnership firm has been announced by Terrell R. Harper and Harris A. Kemp. Mr. Harper and Mr. Kemp are both active in Dallas architectural circles, and have been associated with George Dahl, local architect. The firm's offices are in the Thomas Building.

UNDERSTANDING SERVICE SINCE 1893



Sparkman's
SPARKMAN-BRAND, INC.
MORTICIANS

Sterling 2187

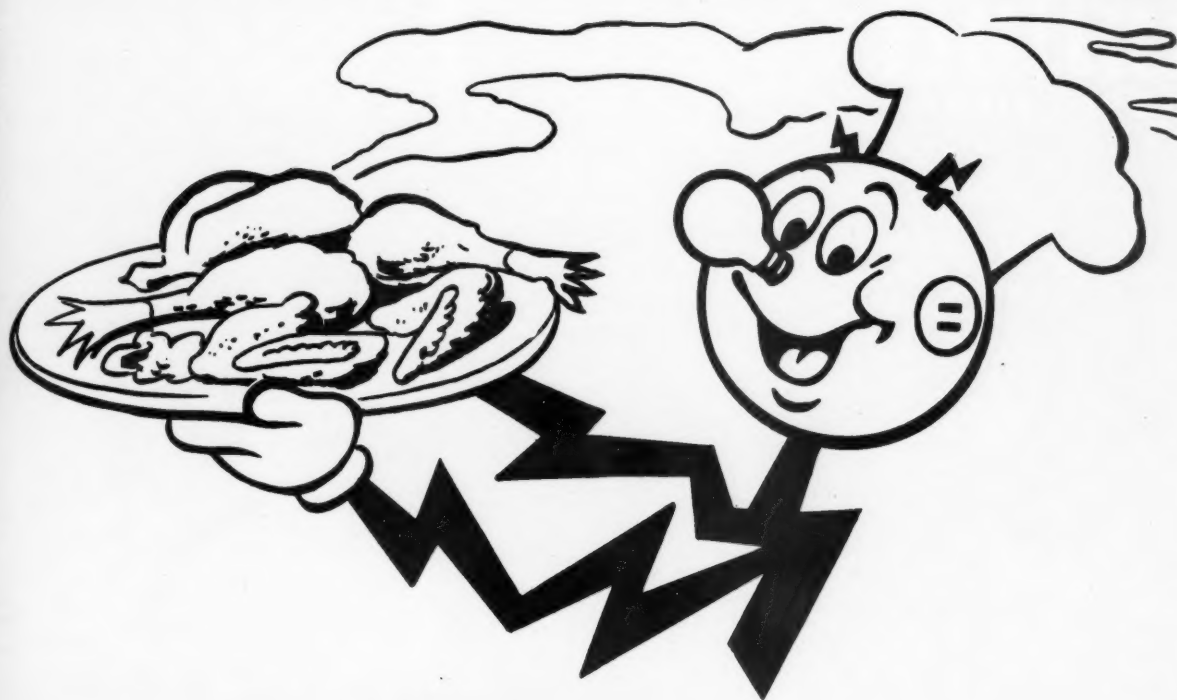
MEMBER
National Selected Morticians
BY INVITATION

Ross Ave at Pearl

BUSINESS PROPERTY



Southland Life Bldg.—Dallas—Phone RI-9171



Fried Foods Are Better Than Ever.. **ELECTRIC DEEP FRYING** **Makes the Difference!**

Tender fried chicken... golden brown french fries or fritters... yes, even those wonderful old-fashioned fried pies... they're all coming back into greater popularity today, thanks to the *electric* fry kettle.

Electric deep frying is modern frying... quick and thorough, with *controlled* heat. In the electric fry kettle, fat does just what deep frying fat *should* do. It acts as a transfer agent for even, steady heat, *controlled* at the perfect tempera-

ture to seal in flavor and juices. That's why fried foods are better than ever now!

Can *your* food service benefit from electric fry kettle magic? It's a very profitable part of today's modern electric cooking. A Dallas Power & Light Company representative is always ready to give you full information on electric cooking — to help you with any commercial cooking problem. No obligation, of course. Call RAndolph 9321, station 561.

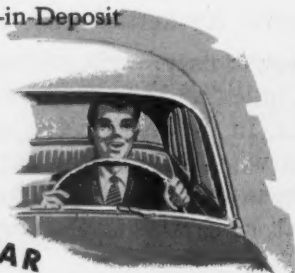


DALLAS POWER & LIGHT COMPANY



=SPEED

As every sound businessman well knows, time is money. By eliminating parking, Mercantile Drive-in-Deposits save both time and manpower. Driving right up to the teller's window is the modern, efficient way to make bank deposits; allows you to ignore the weather; assures maximum safety; and avoids traffic worries. If you haven't yet joined the growing number of business firms who make daily use of our Drive-in-Deposit windows, try it this week. Drive in on Commerce... out on Main.



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MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

